



**2010 PLAYBOOK**

ONE COMPANY. ONE CULTURE. ONE GOAL.  
Achieving Sustained Profitability in 2010.

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**COMPANY, CULTURE & GOAL**

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I. Trump University Mission Statement

Trump University's mission is to provide educational programs and tools to help our clients achieve financial independence. Our success is measured by the results that our clients achieve applying what they have learned from us in the real world.

II. Trump University Methodology For 2010

I. One Company. One Culture. One Goal: Achieving Sustained Profitability in 2010.

III. Trump University Divisions

- I. Corporate Office in New York, New York
- II. Sales Office in Draper, Utah
- III. Independent Contractors Nationwide

IV. Trump University Historical Partners

- I. Trump Institute
- II. Prosper Learning

V. Trump University Branding

- I. Trump University
  - i. Brand name utilized for all programming within the United States (outside of the state of Maryland)
- II. Trump U
  - i. Brand name utilized for all programming within the State of Maryland and within the DC area
- III. Trump Education
  - i. Brand name utilized for all programming in Canada



**TRUMP**  
UNIVERSITY

**PROGRAMS & SERVICES**

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Live Events Programs & Services for 2010

**Profit From Real Estate: Orientation**  
 Alias: "The Preview," "The Front End," Profit From Foreclosures, "PFF"  
 Marketing Channels: Newspaper, Direct Mail, and Online  
 Duration: 90 minute preview  
 Cost: Free (Open to Public)



**Profit From Real Estate: Workshop**  
 Alias: "The Fulfillment," "The Back End," Fast Track to Foreclosure, "FTF"  
 Duration: 3 Day training (Friday- Sunday)  
 Cost: \$1495+ Free Guest (unless special promotion running)



**Trump Elite Packages**

<u>Trump Gold</u> <u>Elite</u>	<u>Trump Silver</u> <u>Elite</u>	<u>Trump Bronze</u> <u>Elite</u>
Cost: \$34,995  •3 Day In- Person Field Coaching  •Creative Financing Retreat  •Wealth Preservation Retreat  •Quick Start Retreat  •Commercial & Multi-Unit Retreat  •Incorporate Your Business  •REIT: Real Estate Investor's Online Training Program  •One Year Membership: Foreclosure DealSource	Cost: \$19,495  •Creative Financing Retreat  •Wealth Preservation Retreat  •Quick Start Retreat  •Commercial & Multi-Unit Retreat  •REIT: Real Estate Investor's Online Training Program  •Incorporate Your Business	Cost: \$9,995  •Wealth Preservation Retreat  •Quick Start Retreat  •Incorporate Your Business



**TRUMP WORKSHOP PACKAGE VALUE**  
(As taken from Workshop Enrollment Form)

ENROLLMENT			
<b>Profit from Real Estate 3-Day Training:</b> (12 Month Audit Privileges)	<b>\$1,495</b>		
		<b>\$1,495.00</b>	
<b>Guest or Business Partner</b>	<b>Free Bonus</b>		
<b>Premium Membership</b> (12 months)	<b>Free Bonus</b>		
<b>Real Estate Breakthrough 2009</b> (Journal & Audio Course)	<b>Free Bonus</b>		
<b>Foreclosure DealSource</b> (Workshop attendance and credit card required to activate 30 Day Free Trial)	<b>Free Bonus*</b>		

**TRUMP ELITE PACKAGE VALUE**  
(As taken from Elite Enrollment Form)

PACKAGES				
<input type="checkbox"/> <b>Trump Gold Elite:</b>		Retail Value	Event Special You Save 29%	Total Due
<ul style="list-style-type: none"> <li>• 3 Day In-Field Mentorship</li> <li>• Wealth Preservation Retreat</li> <li>• Quick Start Real Estate Retreat</li> <li>• Creative Financing Retreat</li> <li>• Commercial &amp; Multi-Unit Retreat</li> <li>• Real Estate Investor Training Online Program</li> <li>• Incorporate Your Business (State Licensing fees not included)</li> <li>• Foreclosure DealSource Property Listing Service (One Year Membership)</li> </ul>				Paid at Enrollment
		\$49,415	\$34,995	Balance
<input type="checkbox"/> <b>Trump Silver Elite:</b>		Retail Value		
<ul style="list-style-type: none"> <li>• Wealth Preservation Retreat</li> <li>• Quick Start Real Estate Retreat</li> <li>• Creative Financing Retreat</li> <li>• Commercial &amp; Multi-Unit Retreat</li> <li>• Real Estate Investor Training Online Program</li> <li>• Incorporate Your Business (State Licensing fees not included)</li> </ul>		\$23,995	\$19,495	
<input type="checkbox"/> <b>Trump Bronze Elite:</b>		Retail Value		
<ul style="list-style-type: none"> <li>• Wealth Preservation Retreat</li> <li>• Quick Start Real Estate Retreat</li> <li>• Incorporate Your Business (State Licensing fees not included)</li> </ul>		\$10,995	\$9,995	

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	<p>Event Special You Save 19%</p>	<p>Balance Due Date and Notes</p>	
	<p>Event Special You Save 9%</p>		



**Advanced Real Estate Training Options**

**PERSONALIZED TRAINING & GUIDANCE**

**In-Field Mentorship**

Nothing can accelerate a real estate investment more than having a Trump Mentor. Our Mentors fly into your market and in three action-packed days walk you through every step of a real estate transaction, from finding great properties to running the numbers to making the offers. You work hand in hand with the Mentor to learn how to invest the Trump way so that even when the Mentor is gone, you can continue to build your financial future.

**ADVANCED TRAINING RETREATS**

**Wealth Preservation Retreat**

Learn how to choose the proper entity for your real estate or other business, structure yourself for lower taxes, protect yourself from frivolous lawsuits, and pass your wealth on to your heirs while protecting them from financial threats. You will learn directly from an experienced team including an attorney, accountant and investor.

**Quick Start Real Estate Profits Retreat**

Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

**Commercial & Multi-Family Retreat**

Learn how to locate and analyze multi-unit properties by completing due diligence and learning market trends. You will learn: tax strategies, condo conversions, preconstruction, property management and more.

**Creative Financing Retreat**

Learn that creative financing can be more important than the money and credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing

techniques, hard money connections, 1031 real estate exchanges, note techniques and much more...everything you will need to put deals together and get them closed.

## **TOOLS AND RESOURCES**

### **Incorporate Your Business**

If you are serious about investing in real estate or starting a new venture, you need to know about the many advantages of incorporating your business. The security that comes from forming an LLC cannot be underestimated, but the process can be confusing and time consuming. Trump University's LLC formation service handles your incorporation so that you can focus on building your business.

### **Foreclosure DealSource**

This powerful foreclosure-finding tool gives you complete access to two million-plus constantly updated and refreshed distressed property listings throughout the United States. You'll get listings before they hit the open market—and before the competition can get a jump on your profit-making plans. You will find and buy foreclosed properties at incredibly low prices—often for pennies on the dollar!

### **Wealth Builder's Network (WBN)**

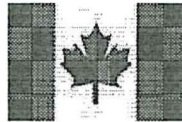
Premium Membership in the WBN is an exceptional learning resource that will educate and advise you on what it takes to be successful—Trump style! Premium members have access to weekly online classes and webinars; a 24/7 Q&A answers resource; an interactive investing program; a comprehensive resource library; and much more.

### **Real Estate Investor's Training Online Program (REIT)**

This course provides focused training covering all aspects of the business. Comprised of four interactive courses, real-world simulation, and learning materials, this program is a powerful way for you to start investing your way to monumental wealth in the shortest time possible.

*\*For more information on the Advanced Training Retreats, consult the Retreat & Special Events tab.*





**TRUMP WORKSHOP PACKAGE VALUE**  
(As taken from Workshop Enrollment Form)

ENROLLMENT		
Profit from Real Estate 3-Day Training: (12 Month Audit Privileges)	\$1,495	\$1,495.00
Guest or Business Partner	Free Bonus	
Premium Membership (12 months)	Free Bonus	
Real Estate Breakthrough 2009 (Journal & Audio Course)	Free Bonus	

**TRUMP ELITE PACKAGE VALUE**  
(As taken from Elite Enrollment Form)

PACKAGES			
<input type="checkbox"/> Trump Gold Elite:	Retail Value	Event Special You Save 28%	Total Due
• 3-Day In-Field Mentorship	\$24,995		
• Lease Option Real Estate Retreat	\$ 4,995		
• Fixer-Upper & Rehab Property Retreat	\$ 4,995		
• Creative Financing Retreat	\$ 4,995		
• Commercial & Multi-Unit Retreat	\$ 4,995		
• Wealth Preservation Retreat	BONUS		
• Real Estate Investor Training Online Program	\$ 3,000		
• One-Year Trump Education Premium Membership	\$ 599		
	\$48,574	\$34,995	+ GST
			Paid at Enrollment
<input type="checkbox"/> Trump Silver Elite:	Retail Value	Event Special You Save 17%	Balance
• Lease Option Real Estate Retreat	\$ 4,995		
• Fixer-Upper & Rehab Property Retreat	\$ 4,995		
• Creative Financing Retreat	\$ 4,995		
• Commercial & Multi-Unit Retreat	\$ 4,995		
• Real Estate Investor Training Online Program	\$ 3,000		
• One-Year Trump Education Premium Membership	\$ 599		
	\$23,579	\$19,495	
<input type="checkbox"/> Trump Bronze Elite:	Retail Value		
• Lease Option Real Estate Retreat	\$ 4,995		
• Creative Financing Retreat	\$ 4,995		

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		<b>Balance Due Date and Notes</b>
	Event Special You Save 15%	
\$10,589	\$8,995	



**Canadian Advanced Real Estate Training Options**

**PERSONALIZED TRAINING & GUIDANCE**

**In-Field Mentorship**

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**ADVANCED TRAINING RETREATS**

**Lease Option Real Estate Retreat**

Create immediate and monthly cash flow without using any of your own money or credit. You will learn how to wholesale, lease option and owner-finance properties for quick profits.

**Fixer-Upper and Rehab Property Retreat**

Learn how to make money, have fun, and master the entire process of fixing up houses. Rehabbing properties is one of the most satisfying and exhilarating experiences in real estate, as well as a strategy that can make you a lot of money.

**Creative Financing Retreat**

Learn why creative financing can be more important than the money or credit you may or may not have. This retreat will teach you about financial statements, loan request packages, financing techniques, hard money connections, 1031 real estate exchanges, note techniques and much more...everything you will need to put together and close deals.

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Premium Membership in the WBN is an exceptional learning resource that will educate and advise you on what it takes to be successful—Trump style! Premium members have access to weekly online classes and webinars; a 24/7 Q&A answers resource; an interactive investing programme; a comprehensive resource library; and much more.

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**PREVIEW PLAYBOOK**

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### III. THE PREVIEW

#### Profit From Real Estate: Free Orientation

At this free 90 minute **Profit From Real Estate Investing** training, students will learn real estate investing strategies that will help secure their financial future, generate additional income, work less, and create more wealth. Some of the topics covered include:

- How to Locate Great Deals, Great Neighborhoods, and Great Properties
- Distressed Property Strategies and foreclosure investing
- Contacting and Negotiating with Owners
- Financing Your Deals
- What to Do Once You Have the Property
- Quick Turning Investments
- Exit Strategies
- How to Generate Additional Income and Get Out of Debt
- And More!

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## AT THE PREVIEW

### Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive at the preview event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the preview. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must (with the exception of the Speaker) wear their jacket throughout the duration of the preview. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the preview. The only time cell phones are permitted is when be-backs are being contacted. Any coordinator utilizing their cell phone during a preview is required to inform the Program Coordinator as to their emergency or the be-backs they are contacting.
- All Trump U Team Members are responsible for learning all parts of the preview set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are not permitted to have personal laptops at preview events. The only laptops that should be present are those of the Speaker and the Program Coordinator.
- All event sessions: both session and orientation must be recorded through the mixer to ensure the highest feasible audio quality for transcription and audibility purposes. Speakers are required to be on mic regardless of the number of attendees present for session or orientation. (*See Recording Policy in Policy & Procedure section.*)

### Preview Registration Setup

- Registration Area Guidelines
  - This area should always be completed first to alleviate distractions and confusion for early preview attendee arrivals
  - First impressions are critical! Make sure the registration area is neat and organized
- Registration Area Setup
  - Signage must be prominent and presentable
  - Strategically place directional signs at point of entry
  - Place standup banner at registration table for additional effect
- Iron and place table banner on registration table
  - Place registration cards, guest registration cards, sharpies, and sticky name tags under the table until you are ready to start welcoming guests
- Setup music to run in event room during registration for easy transition to room when doors open

### Preview Event Space Setup

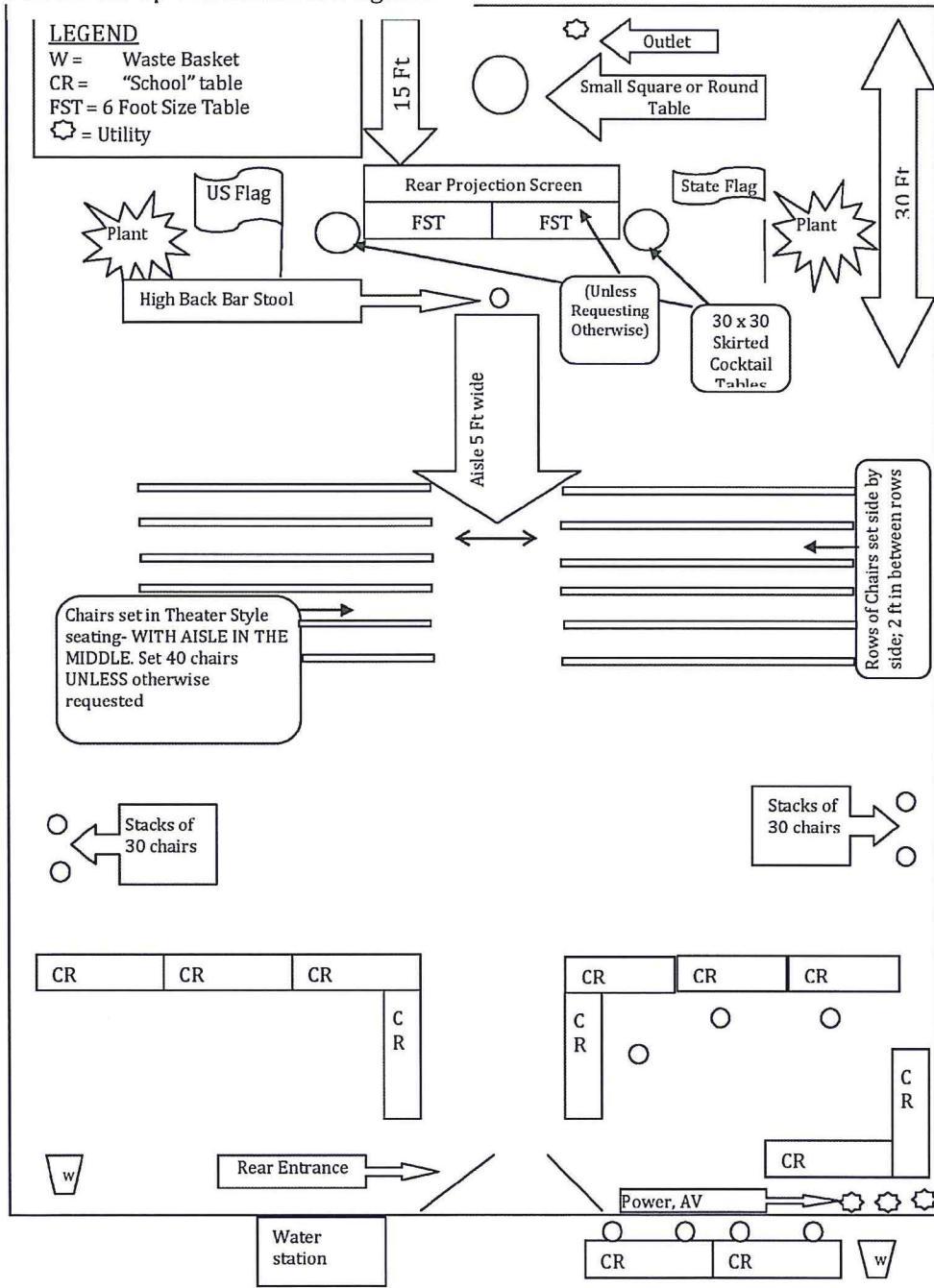
- Remember: No clutter! Main goal is to not let anything be a potential turnoff to a buyer or distract from the flow and presentation

- Setup PC's Laptop Computer:
  - Confirm that Verizon card works within meeting space
  - Confirm power source
  - Connect credit card swiper
- Setup Speaker's Laptop Computer:
  - Confirm power source
  - Confirm laptop sound
  - Confirm projector connection
- Event Materials
  - Retrieve all necessary paperwork for preview from shipped boxes
  - Locate and organize materials needed
  - Stow boxes out of sight of the preview attendees
  - Display materials as indicated by Trump University
  - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
  - Visual
    - Connect projector to power source and speaker laptop
    - Confirm projector power source and that projection is clear and straight on screen
    - Presentation check
    - Check that wireless presenter is working
    - Test Trump video to eliminate any issues before presentation
  - Audio
    - Connect mixer on back sales table to house sound and confirm power source
    - Put new batteries in lavalier microphone, connect to mixer and confirm receiver power source
    - Connect iPod to mixer and confirm that it has been charged sufficiently
    - Connect Speaker laptop sound to mixer
    - Put new batteries in recorder and connect to mixer
    - Sound check
      - Lavalier microphone and adjust volume as necessary
      - iPod shuffle, adjust volume as necessary, and cue "Money, Money, Money" song (The O'Jays) for introduction
      - Recorder through doing a "test" recording to ensure audibility
      - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
  - Display banners on cocktail rounds on either side of screen
  - Ensure that table banner is ironed and straight
  - Display incentive product as indicated by Trump University
  - Check that the hotel has provided a bar stool for speaker
  - Check that the hotel has provided three bottles of water for speaker
- Chair Setup



- Room to be set theatre style
- Confirm that there are extra chairs available in neat stacks towards the back of the room.  
(As per diagram)
- Chairs should be close enough together to give attendees sufficient space, while still maximizing the room and bringing attendees out of their comfort zone
- Pens and pads should be placed on each chair. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
- Overall Atmosphere
  - Confirm that room temperature is no more than 68 degrees
  - Check to see if bulbs need to be removed from overhead lighting to avoid screen washout
  - Walk speaker space to ensure adequate spacing from screen to first row of chairs

**Preview Set Up Will Be As Per Diagram:**



**Registration Basics:**

- Registration Goal
  - Welcome attendees
  - Find common ground
  - Disarm any uncertainty
  - Peak interest and/or “set the hook.”
    - \*Consult Preview Registration Goals in Sales Playbook for more information*
- Registration Cards v. Email Tickets
  - If an attendee does not come with a printed email ticket with a scan bar, they **MUST** complete a registration card. All registration cards must follow the guidelines below:
    - Name, email, and phone number are required fields
    - Each card should be reviewed for legibility and completion- if something is missing, ask for it once
- Name Tags for Attendees
  - Once an attendee has returned a completed registration card, they will be provided with a name tag written by a Trump University Team Member
  - Clarify spelling preferences on attendee names – details count!
  - Ensure that names are written large and legibly on name tags
- Inform each attendee when you will open the doors to begin the Preview
  - Inform the attendees of the location of the water station
  - Know where the restrooms are located so that you are able to direct attendees as necessary
  - Be able to accommodate any special requests (For example: if an attendee arrives and he is on crutches, he should be immediately accommodated with a chair so that he does not have to stand and wait for doors to open)

### 3 Key Questions to Identify Buyers

#### **1. What is your name?**

- Introduce yourself to each attendee at registration
- Establish rapport: shake hands, smile, and make eye contact
- Congratulate each attendee on being there

#### **2. What do you?**

- This can be brought up a number of ways, either by the look of pure exhaustion on an attendee's face after a long day or the way that they're dressed
- Let them know that you've found an answer to their problems and a way for them to change their lifestyle

*For example:*

Attendee: "Do I really have to fill out this registration card? I've been writing all day!"

TU Team Member: "Well, this is really a confirmation card so that we can confirm that all of your information is up-to-date in our system. So you had had a long day at work, huh? I think we just might have something to help you out of that 9-5 of yours! What is it that you do?"

#### **3. What brought you out here today?**

- This will let you know how much initiative they've made and what their interest level is.

*For example:*

Low Initiative: "My husband dropped me off and said I had to come because I never leave the house."

High Initiative: "I'm ready to make a change in my life because I want to provide a better life for my family."

#### **Remember:**

Once you've identified buyers, ask potentials to come and see you at the end of the presentation.

Preview Event Timeline:

	Speaker	Sales Coordinator #1	Sales Coordinator #2	Program Coordinator
Evening Prior:	Event Team Meets, Walks the Event Space, and Discusses Plan of Action: <ul style="list-style-type: none"> <li>•Registration Roles</li> <li>•Speaker Introduction</li> <li>•Trigger Slide to Setup Sales Area</li> <li>•Sales Roles</li> </ul>			
2 Hours Prior:	Event Team Meets in Event Room to Setup Audio Visual, Banners, Directional Signage, Sales Coral, Front of Room, Tweak Chair Setup, and Locate Restrooms			
1 ½ Hours Prior:	Speaker Drops Off His Laptop To Hook Up to Audio Visual	Registration Area Is Set with Ironed Tablecloth and Visual & Sound Checks Have Been Done to Confirm Connections for <ul style="list-style-type: none"> <li>•Power Point Presentation</li> <li>•Speaker Laptop</li> <li>• Speaker Mic</li> <li>• Handheld Mic for Speaker Intro</li> <li>• iPod Sound</li> <li>•Recorder</li> </ul>		
1 Hour Prior:	Speaker Returns to Meeting Room to Get In "Preview Mindset"	Event Team Begins Registration & "Registration Roles" <ul style="list-style-type: none"> <li>•One Team Member Mans Registration Table</li> <li>•One Team Member Acts as "The Floater"</li> <li>•One Team Member Acts As "The Informant"</li> </ul>		
20 Minutes Prior:	Speaker and "The Informant" <ul style="list-style-type: none"> <li>•Adjust The Room As Necessary Based Upon Current Numbers At Registration</li> <li>•"The Informant" also caters to any last minute speaker</li> </ul>	Two Team Member Work Together At Registration to Identify Buyers and Register All Attendees *See Registration Goals in Sales Playbook		
15 Minutes Prior:	<ul style="list-style-type: none"> <li>•Welcome Announcement Is Made and Doors Open with Apprentice Song Playing</li> <li>*See Team Door Introduction in Sales Playbook</li> <li>•All Attendees are Directed and Seated By Trump U Team Members in an Efficient and Organized Manner</li> <li>•Apprentice Song Transitions Into Trump Video</li> <li>•Registration is Continued Throughout by at least 1 Trump U Team Member</li> </ul>			
At Event Time:	•Speaker Begins Presentation	<ul style="list-style-type: none"> <li>•Speaker Introduction Is Made By Team Member</li> <li>*See Speaker Introduction in Sales Playbook</li> <li>•Registration and Seating continues with 2 Team Members</li> </ul>		

10 Minutes Into Event:		<ul style="list-style-type: none"> <li>•Sales Coordinator #1 Brings Registration Inside the Room and Registers and Seats Late Attendees while Watching for Buyer Signals (positive body language and responses to speaker questions)</li> <li>•Sales Coordinator #2 Stands Outside the Meeting Space and Directs Latecomers Inside the Meeting Space to Registration</li> </ul>	<ul style="list-style-type: none"> <li>•Program Coordinator Enters All Registration Information Into the System</li> <li>•Assists Sales Coordinator #1 with Registration &amp; Seating If Necessary</li> </ul>
1 Hour Into Event:		<ul style="list-style-type: none"> <li>•Sales Coordinator #2 Returns To Meeting Space (Dependent Upon Number of Latecomers Still Arriving), Does Head Count, and Reports Number to PC</li> <li>•Sales Coordinator #1 Watches Speaker for Signal (Too Hot, Needs Water, Cell Phones Ringing, Attendees Trying to Ask Questions, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>•Program Coordinator Enters All Registration Information Into the System</li> </ul>
1 Hour, 15 Minutes Into Event	•Presentation	<ul style="list-style-type: none"> <li>•Sales Coordinators Put Together Buyer Packages (Preview Kits &amp; Breakthrough 2009 Inside Black Trump Bag)</li> <li>•Write Appropriate Event Codes on Sales Forms</li> </ul>	<ul style="list-style-type: none"> <li>•Program Coordinator Finishes Entering All Registration Information Into the System</li> <li>•Sends "Take 90 Minutes" Email to No Shows</li> <li>•Assists Sales Coordinators if Time Permits</li> </ul>
1 Hour, 20 Minutes Into Event:		<ul style="list-style-type: none"> <li>•Team Sets Up Sales Area with Enrollment Forms, Product &amp; Chairs After Seeing Key Closing Slide</li> <li>•Display Free Premium (Reference Print Ad Sent with Itinerary) Outside On The Registration Table</li> </ul>	
At The Close:		<ul style="list-style-type: none"> <li>•Team Mans The Sales Area, Stands Up, Is Attentive to Speaker and Attendee Movement, Gets in Sales Mindset, and is Ready to Sell, Sell, Sell!</li> </ul> <p><i>*See Making the Sale in the Sales Playbook</i></p>	

During Sales Time:	<ul style="list-style-type: none"> <li>•Stand Off To Side of Sales Table (Away From Door), Speak With Students Over Mic, Get Them Excited, and Get Them Seated at Sales Table</li> </ul>	<ul style="list-style-type: none"> <li>•1 Sales Coordinator Closes Sales Between Center Aisle and Sales Table and Facilitates Enrollment Armed with Objection Rebuttals</li> <li>•1 Sales Coordinator Stands Between the Audience and the Door and Slows Down Traffic of People Exiting and Facilitates Enrollment Armed with Objection Rebuttals</li> <li><i>*See Objections &amp; Rebuttals in Sales Playbook</i></li> <li>• <i>If Honoring Special Promotion: ( i.e. \$500 Trump certificates) During the Entire Sales Break, Both Sales Coordinators Should Announce How Many \$500-off Certificates They Have Left to Create Urgency.</i></li> </ul>	<ul style="list-style-type: none"> <li>•Program Coordinator Stays Behind the Table and Collects Payment from People who are Sitting Down</li> <li><i>*See Preview Close Steps in the Sales Playbook</i></li> </ul>
<ul style="list-style-type: none"> <li>•Once All Paperwork is Complete, Buyers Are Sent to the Pre-Determined location for "Orientation"</li> </ul>			
Orientation:	<ul style="list-style-type: none"> <li>•One Team Member Conducts Orientation</li> <li><i>*See Buyer Orientation in Sales Playbook</i></li> <li>•One Team Member Checks Hallways for Lingering Attendees and Approaches Them for a Sale</li> <li>•One Team Member Walks to Retrieve Signage (If End of Day) with Special Attention to Solicitors (See Procedure in Compliance Section)</li> <li>•One Team Member Starts Packing up (If End of Day- do NOT Put Boxes on Tables While Attendees are Still Present)</li> </ul>	<ul style="list-style-type: none"> <li>•Program Coordinator checks to make sure Orientation Session is Being Recorded</li> <li>•Program Coordinator Collects Remaining Payments, Completes Entry of Sales, Paperwork, and Sends Session Report</li> </ul>	
At the Close of Orientation:	<ul style="list-style-type: none"> <li>•All Team Members Congratulate and Shake Hands with Buyers</li> </ul>		
After the Event:	<ul style="list-style-type: none"> <li>•All Team Members Pack Up as a Team</li> </ul>		

**Paperwork Basics:**

- The Enrollment Form
  - The Buyers Role
    - Enrollment forms must contain all buyer information: full name, address, email, and phone number
    - Buyers will be encouraged to list a guest and all pertinent guest contact information
    - The buyer must circle the form of payment through which he/she will be paying- ALL PAYMENTS MUST BE RECEIVED IN FULL
    - The buyer must initial that he/she is aware of his/her three day right to rescind
    - The buyer must initial in order to authorize the activation of their 30 day Foreclosure DealSource trial membership (a valid credit card must be used for purchase, or accompany a cash or check payment for activation purposes)
    - The bottom of the enrollment form must be signed and dated by the buyer

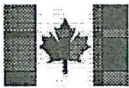
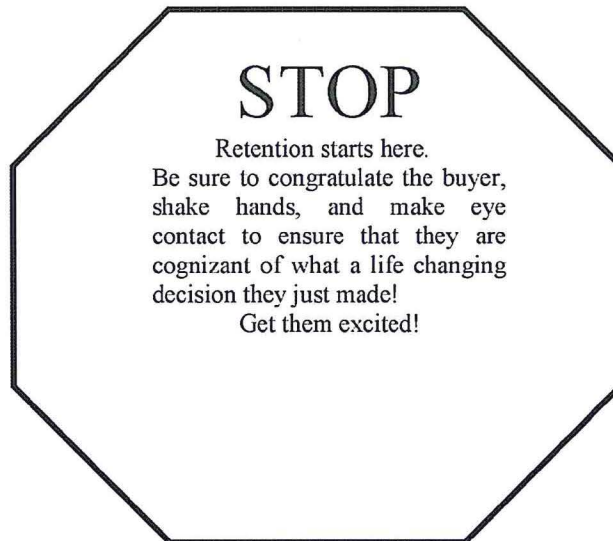
**Reminder!!!-**

- Full payment of \$1495 must be collected before paperwork is submitted to Trump U office after the Preview. Down payments are NOT an acceptable form of payment. If full payment is not received during preview event, the contract will be transferred to the inside sales department and will not be counted towards the final conversion. No exceptions.
- A post dated check is never accepted as a form of payment on a preview.

- The Trump U Team Member Role
  - Verify that all buyer information is present
  - Encourage the buyer to list a guest if the field is blank
  - Write the last four digits of the credit card number or the check number dependant on form of payment circled
  - Verify that the bottom of the enrollment form is signed
  - Verify that the buyer has initialed to acknowledge his right to cancel within three days
  - Verify that the buyer has signed in agreement of the terms of Foreclosure DealSource
  - Verify that the top of the enrollment form indicates the team present and accurate event code
  - Write the current date and the date that is concurrent with the three day cancellation policy on the back of the buyers pink enrollment form and the back of the white enrollment form.
- The Terms & Conditions Form
  - The Buyers Role



- Print, sign, and date where indicated
- The Trump U Team Member Role
  - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
  - Once payment has been run through and confirmed, the buyer should be presented with the following:
    - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump folder (Preview Kit) containing all of the necessary event information
    - The buyer incentive (currently: Breakthrough 2009)
    - The above should be bundled together and placed in a blue and gold Trump bag
    - Direct the student to a seat near the other buyers for orientation



**Canada Specifics:**

- Please note that the following items are different for Canada campaigns:
  - A 5% tax applies to all purchases (a \$1495 product is really \$1569.75)
  - Rights to rescind vary by Province- check the back of the enrollment form for details within the Province of each campaign
  - The Canadian preview product does not currently include a trial to Foreclosure Deal Source or a Breakthrough Kit- the Canadian Workshop package includes:
    - Three day workshop with one year of audit privileges
    - One year Wealth Builder's Network Premium Membership



**FULLFILLMENT PLAYBOOK**

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#### IV. THE FULFILLMENT

During this 3-Day Profit from Real Estate Investing workshop, students will learn strategies they need to know in order to build their fortune through real estate investing. Students will even have the opportunity to bring potential leads to class, and the instructor will do a live call on a potential deal. Students will have the opportunity to meet with a Trump U Team Member and have a one-on-one consultation, where their goals will be reviewed, and they'll discover their path to success.

**This 3-day Real Estate Investing workshop will teach how to:**

- Understand the foreclosure process
- Locate great deals
- Find properties
- Create great credit
- Structure the deal
- Understand short sales
- Invest in bank REOs
- Use commercial financing
- Build a buyer's list
- Turn over your real estate quickly
- And more!

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## AT THE FULFILLMENT Event Team Ground Rules

- All Trump U Team Members (travel permitting) will meet the evening prior to the preview to walk the space, setup the room, and ensure that all necessary materials that have been shipped to the hotel, have been located by the hotel staff.
- Team Members must arrive in the fulfillment event space 2 hours prior to the event.
- All Trump U Team Members must be professionally dressed at least one-hour prior to the beginning of the Fulfillment. Attire must always be neat, ironed and professional. All Trump U Team Members will always be dressed in a suit and must wear their jacket throughout team introductions on day one, and throughout the first 30 minutes on day two, and day three. Trump U Team Members should never have visible tattoos or facial piercings at any Trump U events.
- Trump U name badges must be worn at all times.
- Trump U Team Members are not permitted to use cell phones during the fulfillment. The only time cell phones are permitted is when no-shows are being contacted or, in very limited circumstances, the Trump U Team Member has verbally indicated to the other Team Members that he/she must make an extremely important call.
- All Trump U Team Members are responsible for learning all parts of the fulfillment set up process and working cohesively to do everything within their power to contribute to a successful event.
- Sales Coordinators are permitted to use their personal laptops during three day training events. All Trump University Team Members will be required to have the Trump University Mandated Desktop Background at all Trump University Events. (*See Mandatory Desktop Background under Policy & Procedure tab.*)
- All Trump University fulfillments, workshops, and retreats will be recorded for compliance and training purposes. All sessions will be recorded directly through the mixer to ensure the highest feasible sound quality for transcription and audibility purposes. All days, all hours, all staff speakers must be recorded at all times. Mics must always be worn when anything is being spoken from the front of the room. The only time the mic may be turned off is when phone calls are being made, as it is illegal to record these calls without the other party's consent. (*See Recording Policy under Policy & Procedure tab.*)

### Fulfillment Registration Setup

- Registration Area Guidelines
  - This area should always be completed first to alleviate distractions and confusion for early attendee arrivals.
  - First impressions are critical! Make sure the registration area is neat and organized.
- Registration Area Setup
  - Signage must be prominent and presentable
  - Strategically place directional signs at point of entry
  - Place standup banner at registration table for additional effect
  - Iron and place table banner on registration table
  - Place registration cards, guest registration cards, roster, printed name tags, sharpies, and extra name tags under the table until you are ready to start welcoming guests

- Setup music to run in event room during registration for easy transition to room when doors open

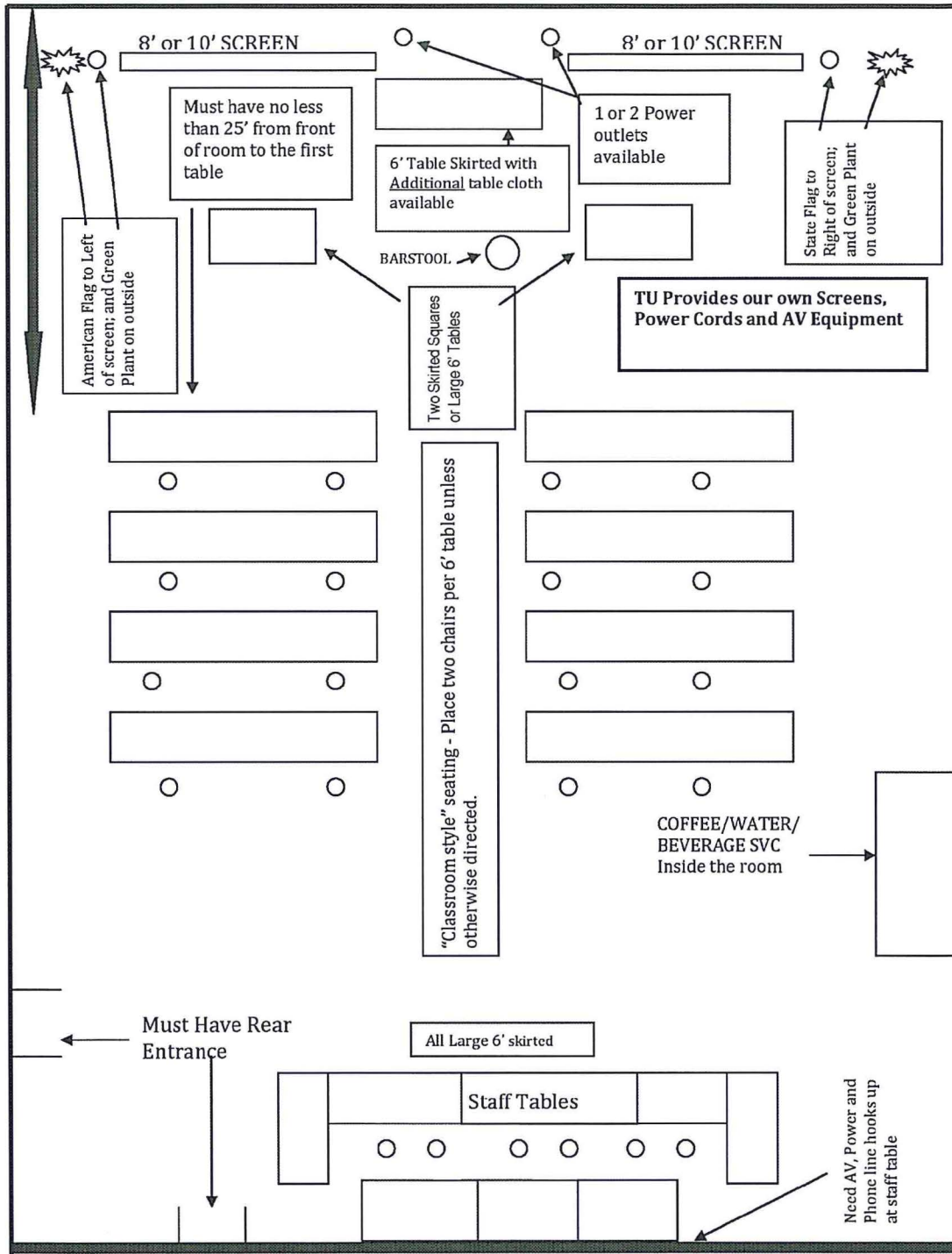
*\*See Student Fulfillment Experience Expectations in Sales Playbook for further details.*

### **Fulfillment Event Space Setup**

- Remember: No clutter! Main goal is to not let anything be a potential turnoff and distract from the flow of the event
- Setup PC's Laptop Computer:
  - Confirm that Verizon card works within meeting space
  - Confirm power source
- Setup Speaker's Laptop Computer:
  - Confirm power source
  - Confirm laptop sound
  - Confirm projector connection
  - Confirm internet connection (if applicable)
- Event Materials
  - Retrieve all necessary paperwork for preview from shipped boxes
  - Locate and organize materials needed
  - Stow boxes out of sight of the attendees
  - Display materials as indicated by Trump University
  - Be neat!! Lack of organization and disorder reflects poorly on Trump University and will directly influence attendee confidence and impacts efficiency
- Setup AV Equipment
  - Visual
    - Connect projector to power source and speaker laptop
    - Confirm projector power source and that projection is clear and straight on screen
    - Confirm overhead projector power source and that projection is straight on screen
    - Place adequate transparencies and overhead markers next to the overhead projector
    - Presentation check
    - Check that wireless presenter is working
- Audio
  - Connect mixer on back sales table to house sound and confirm power source
  - Replace batteries in lavalier microphone, connect to mixer and confirm receiver power source
  - Replace batteries in handheld microphone, connect to mixer and confirm receiver power source
  - Connect iPod to mixer and confirm that it has been charged sufficiently
  - Connect Speaker laptop sound to mixer
  - Put new batteries in recorder and connect to mixer
  - Sound check

- Lavalier microphone and adjust volume as necessary
  - Handheld microphone and adjust volume as necessary
  - iPod shuffle, adjust volume as necessary, and cue “Money, Money, Money” song (The O’Jays) for introduction
  - Recorder through doing a “test” recording to ensure audibility
  - Speaker laptop sound and adjust volume as necessary
- Setup Front of Room
    - Display banner on 6 ft. table between two screens
    - Ensure that table banner is ironed and straight on 6 ft. table that is between two screens
    - Display giveaway products as indicated by Trump University
    - Check that the hotel has provided a bar stool for speaker
    - Check that the hotel has provided three bottles of water for speaker
  - Chair Setup
    - Room to be set classroom style
    - Pens and pads should be placed at each place setting. Extra pens and pads should be kept in the back so that they can be easily retrieved when chairs need to be added to the setup
    - A water glass should be at each place setting, and pitchers of water should be within reach for each attendee
    - No candy should ever be on tables!
  - Overall Atmosphere
    - Confirm that room temperature is no more than 68 degrees
    - Check to see if bulbs need to be removed from overhead lighting to avoid washing out of screens
    - Walk speaker space to ensure adequate spacing from screens to first table

**Fulfillment Set Up Will Be As Per Diagram:**



**Fulfillment Registration Basics:**

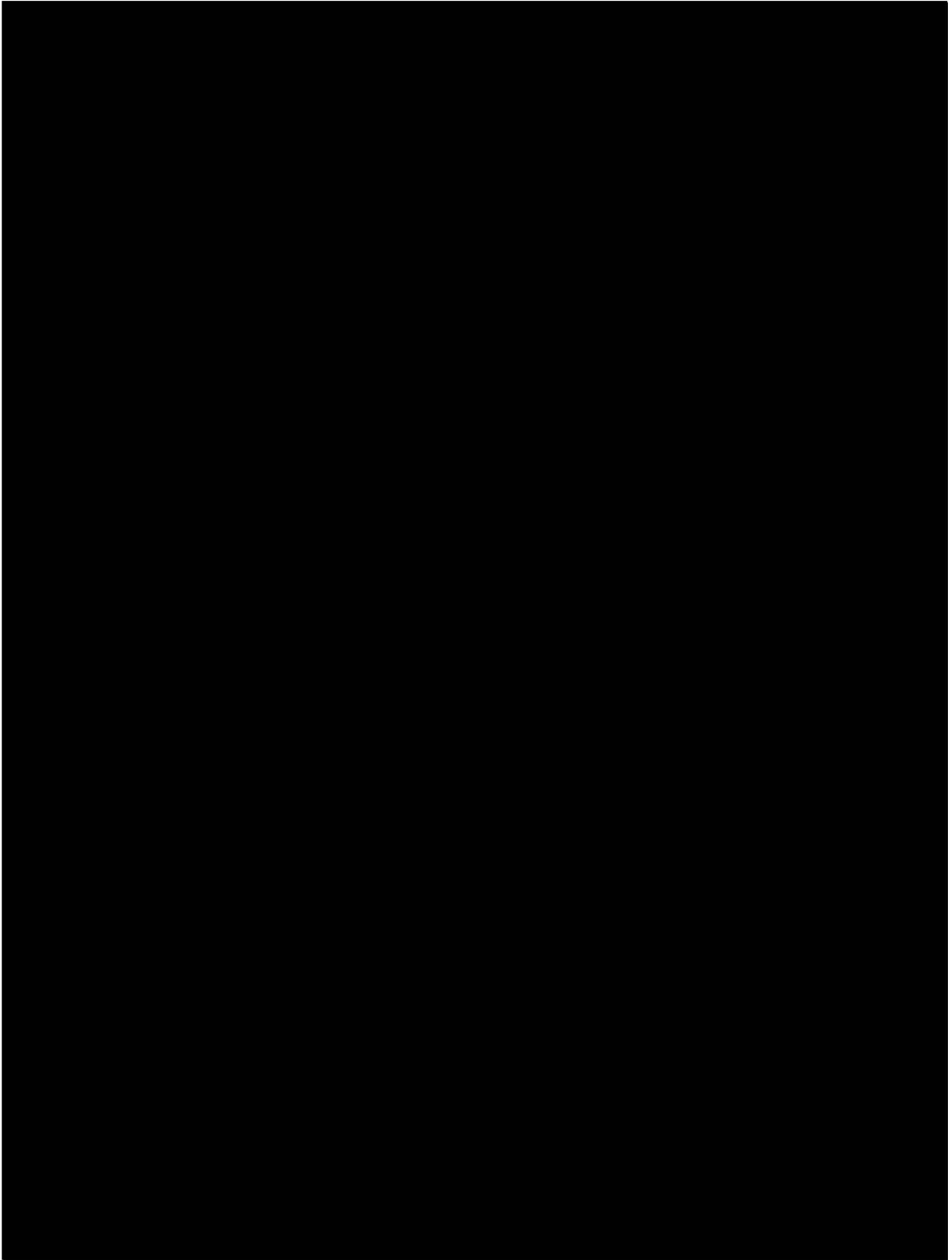
- Welcome Attendees
- Check Each Attendee Off on the Roster
  - Ask if he/ she has changed any contact information since last you saw them, if so, hand them a white primary registration card so that they may record the correct information to be entered into our system
  - Ask if he/she has brought a guest
    - If a guest is present they must fill out a blue guest card in order to complete the registration process
    - Each card should be reviewed for legibility and completion. If something is missing, ask for it.
  - In the event that an attendee is not on the roster, write down their name, and ask for them to step to the side and that you will investigate and be back with them momentarily
- Name Tags
  - After each attendee has completed all of his/her paperwork, they may receive a name tag
  - Remind the attendee that name tags must be worn at all times, and set an example by wearing yours
  - If an attendee's name is spelled incorrectly on their name tag, apologize and hand-write them a new one. Make a note of it and let them know that you will get them a printed name tag at break.
  - Hand-write name tags for unexpected guests. Make a note of it and let them know that you will get them a printed name tag at break.
- Photos
  - Student photos will be taken at all Trump University fulfillments, workshops, and retreats to be used for one-on-one and compliance purposes.

*Note:*

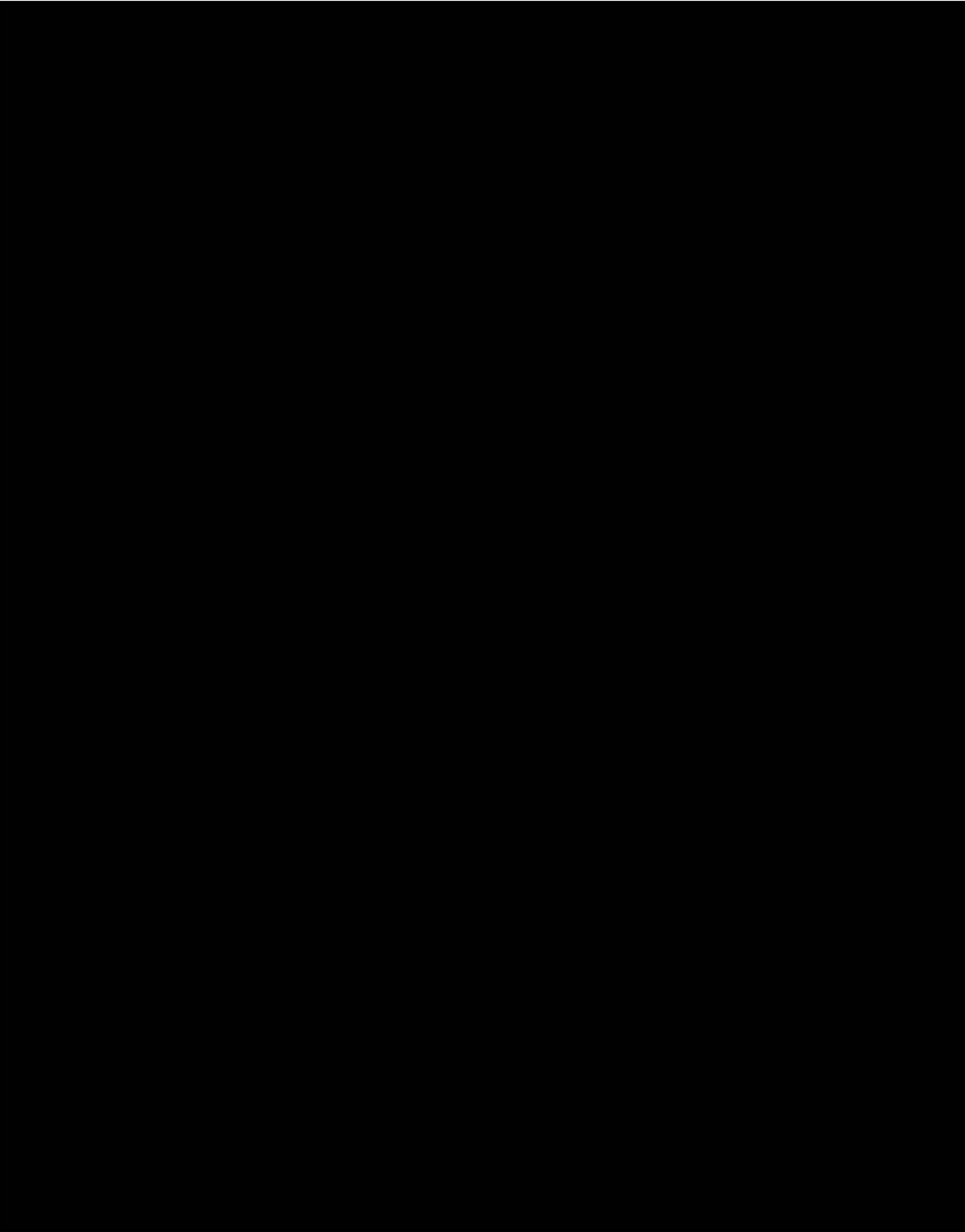
*If at any time a student refuses to have their picture taken, the Program Coordinator will utilize a picture of the Trump Logo and write the student's name on the logo.*

- All photos must be taken in the following manner:
  - After receiving a name tag, students will be directed to the designated staff photographer to have their picture taken. Students must wear their name tags in their photos so that the student's name is clearly posted in the picture.  
\*For additional information, consult the Student Photo Procedure in the Policies & Procedures Section
- Entering the Event Room
  - Students may enter the event room once they have completed the entire registration process.

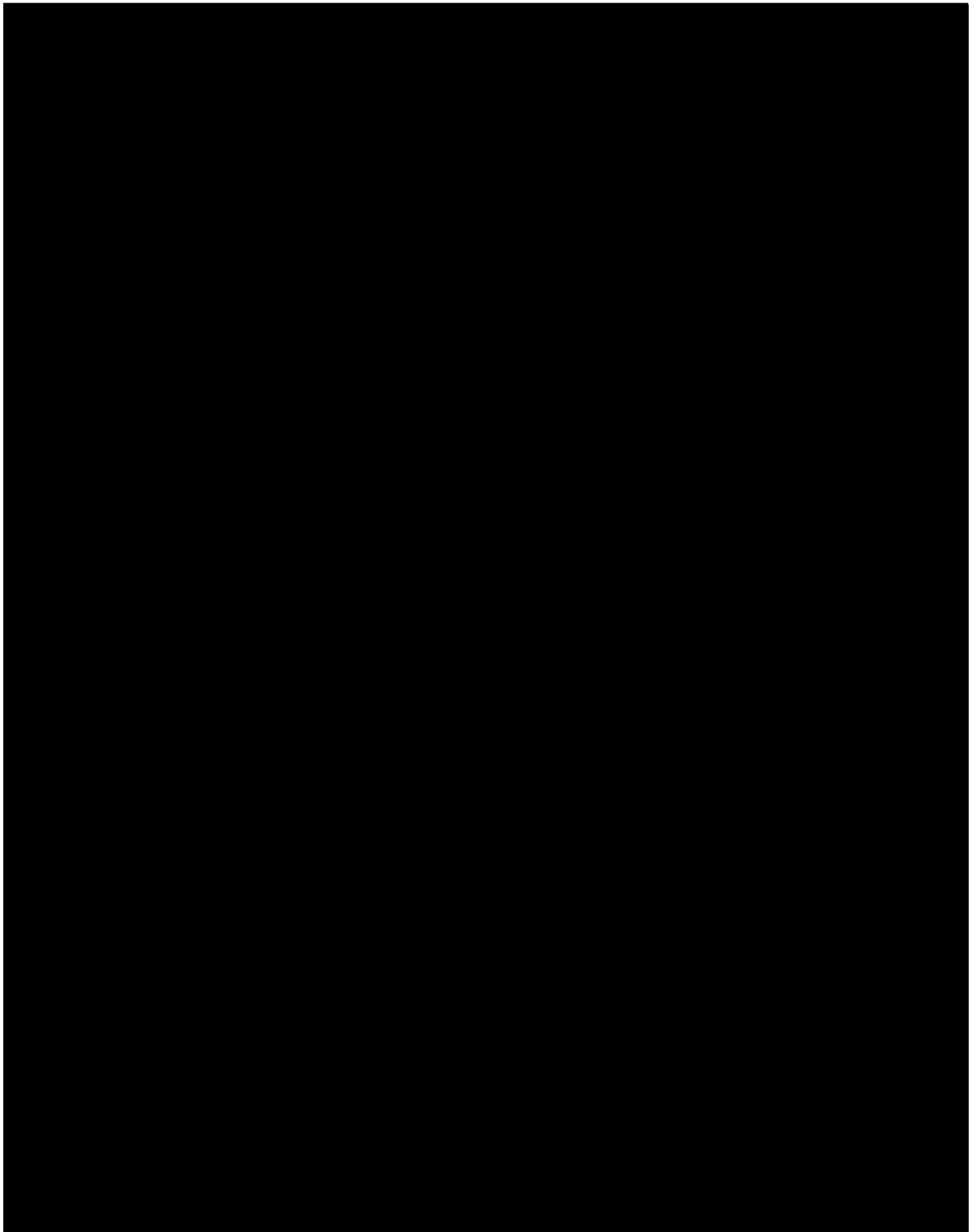




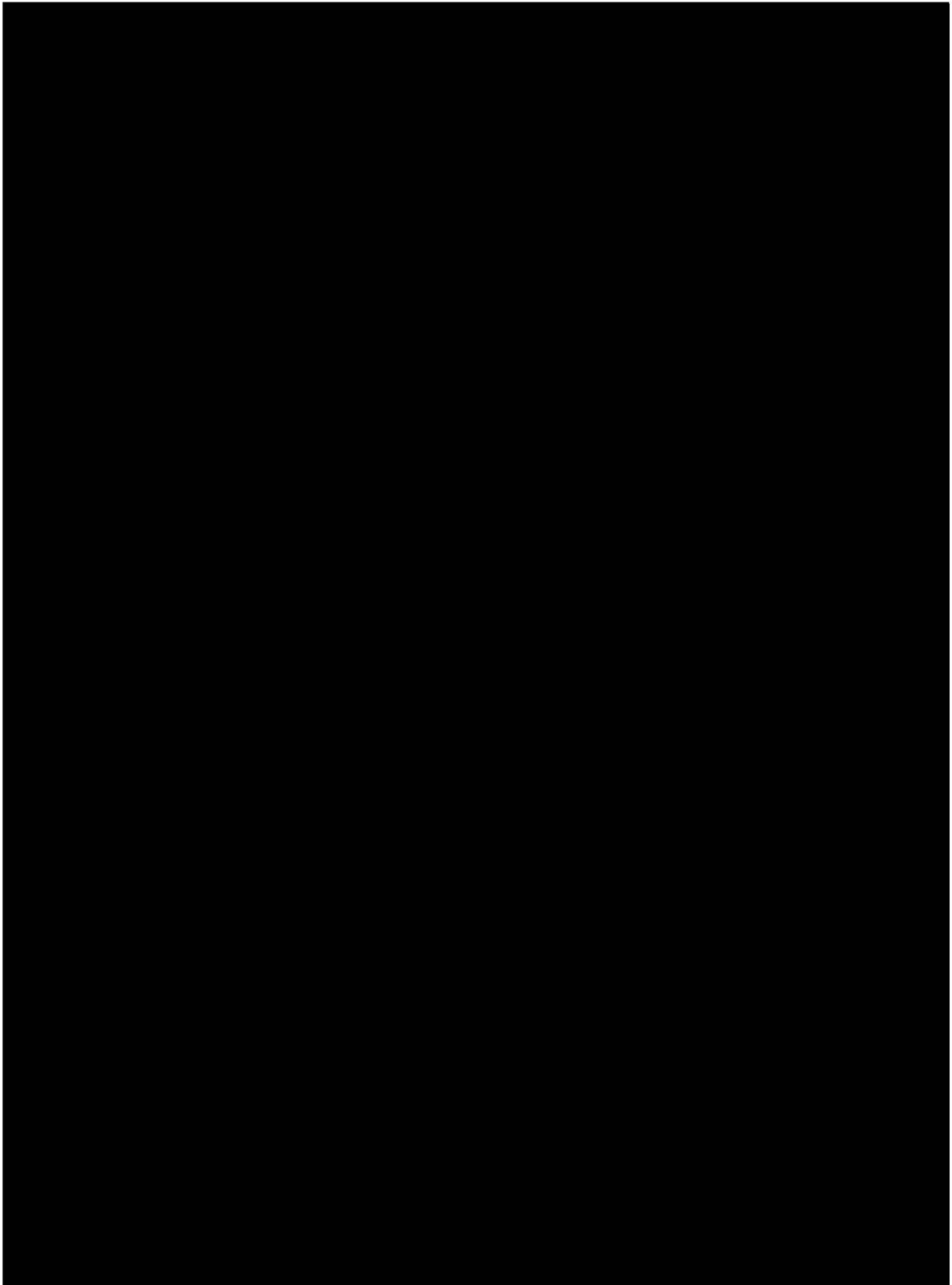
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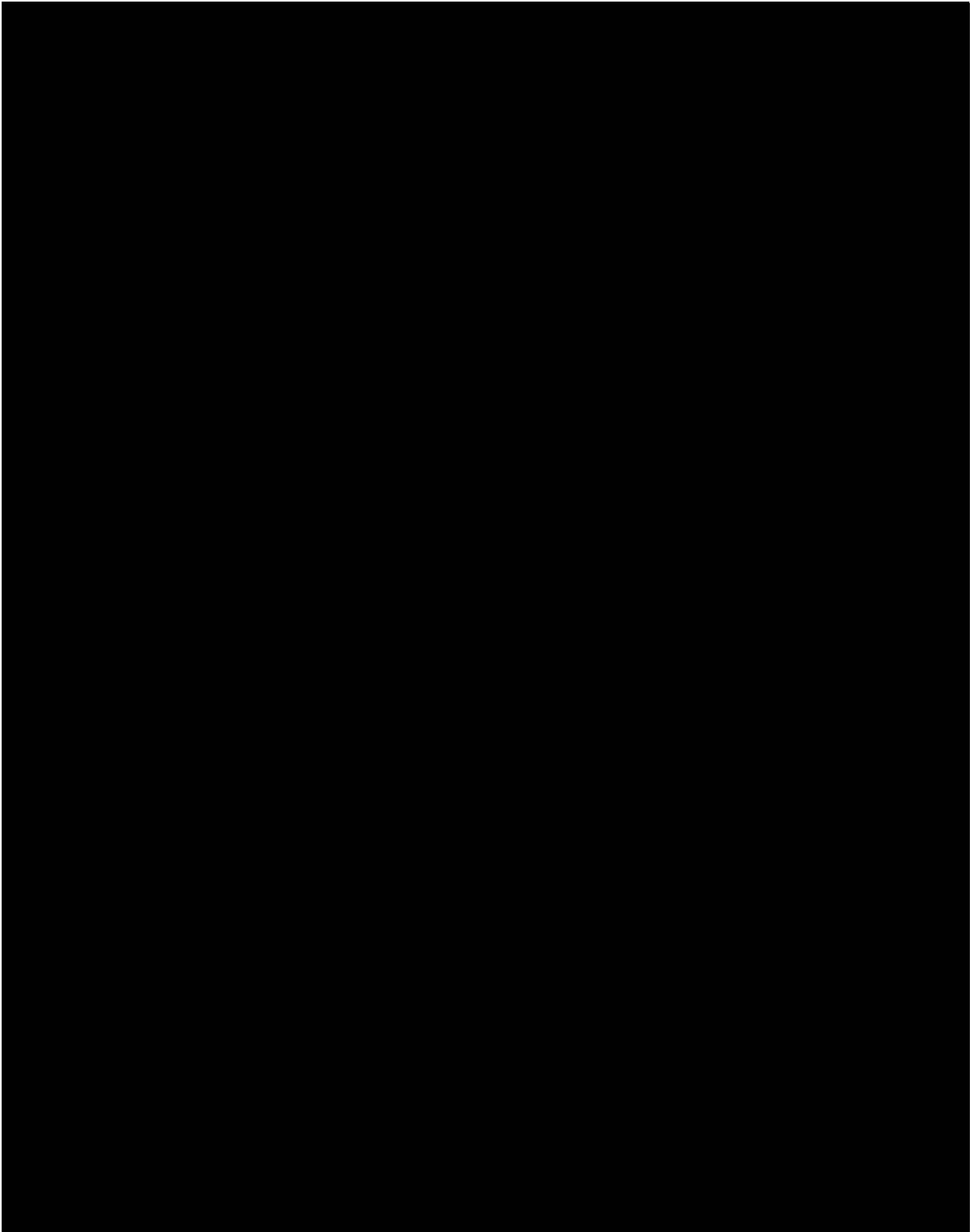
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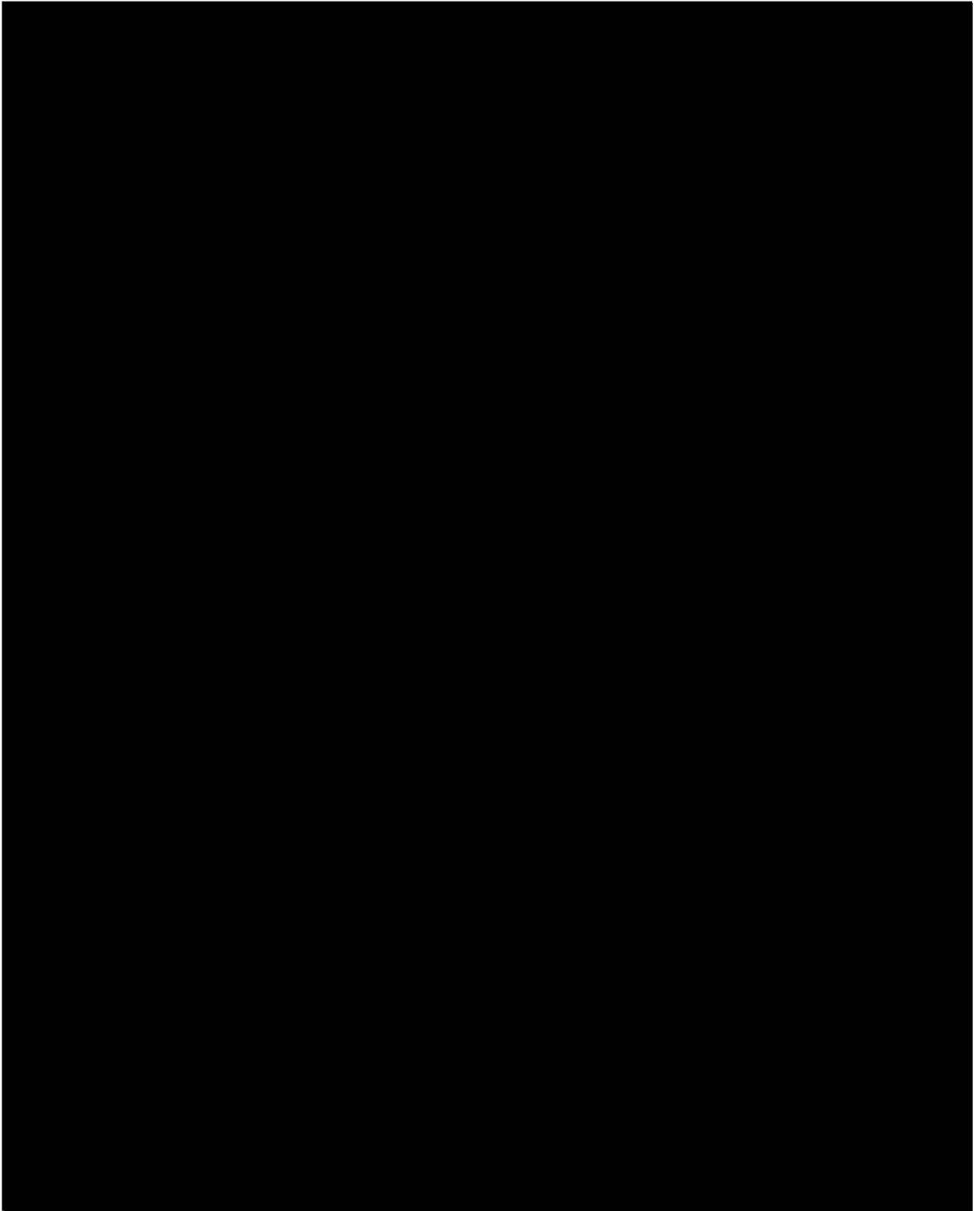
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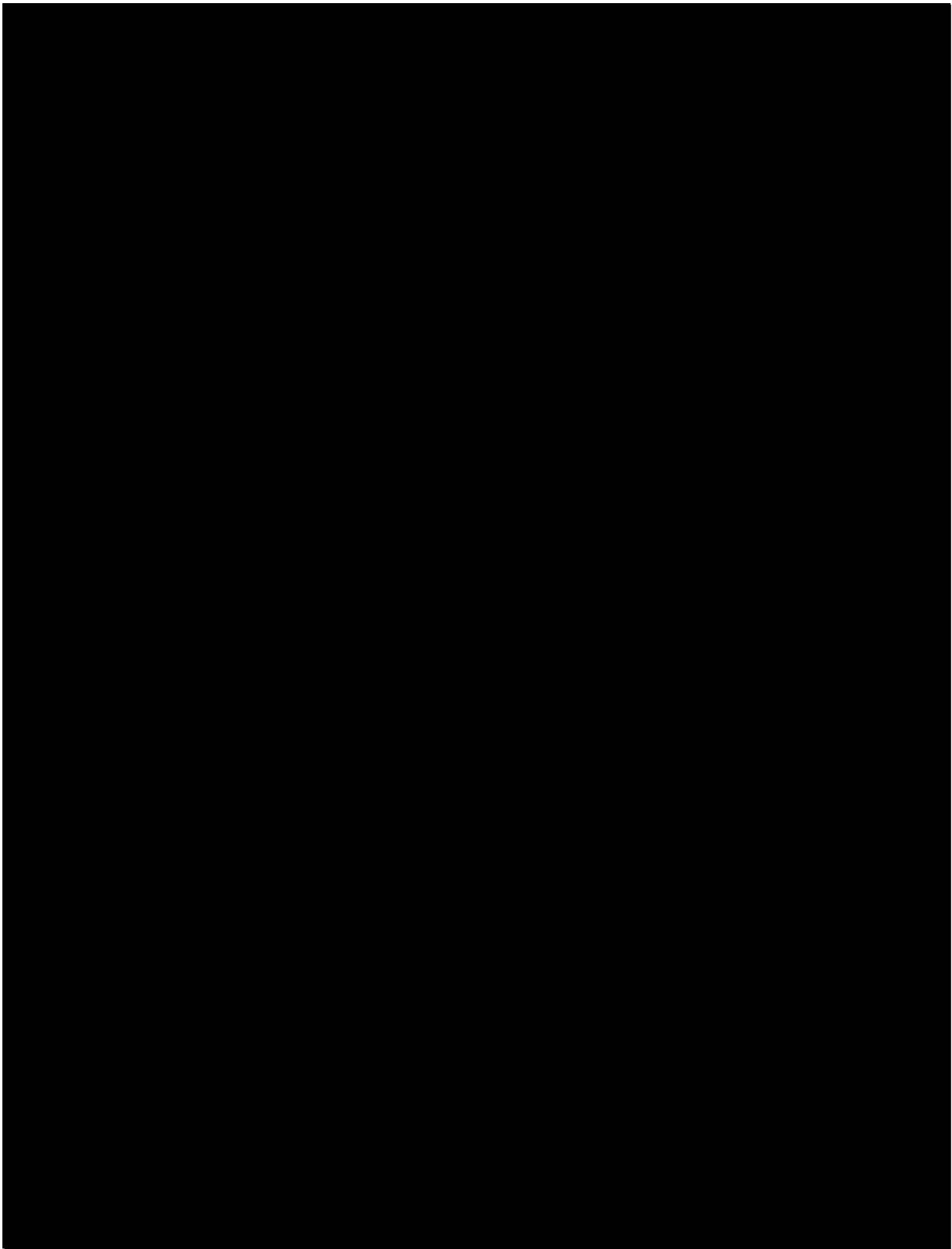
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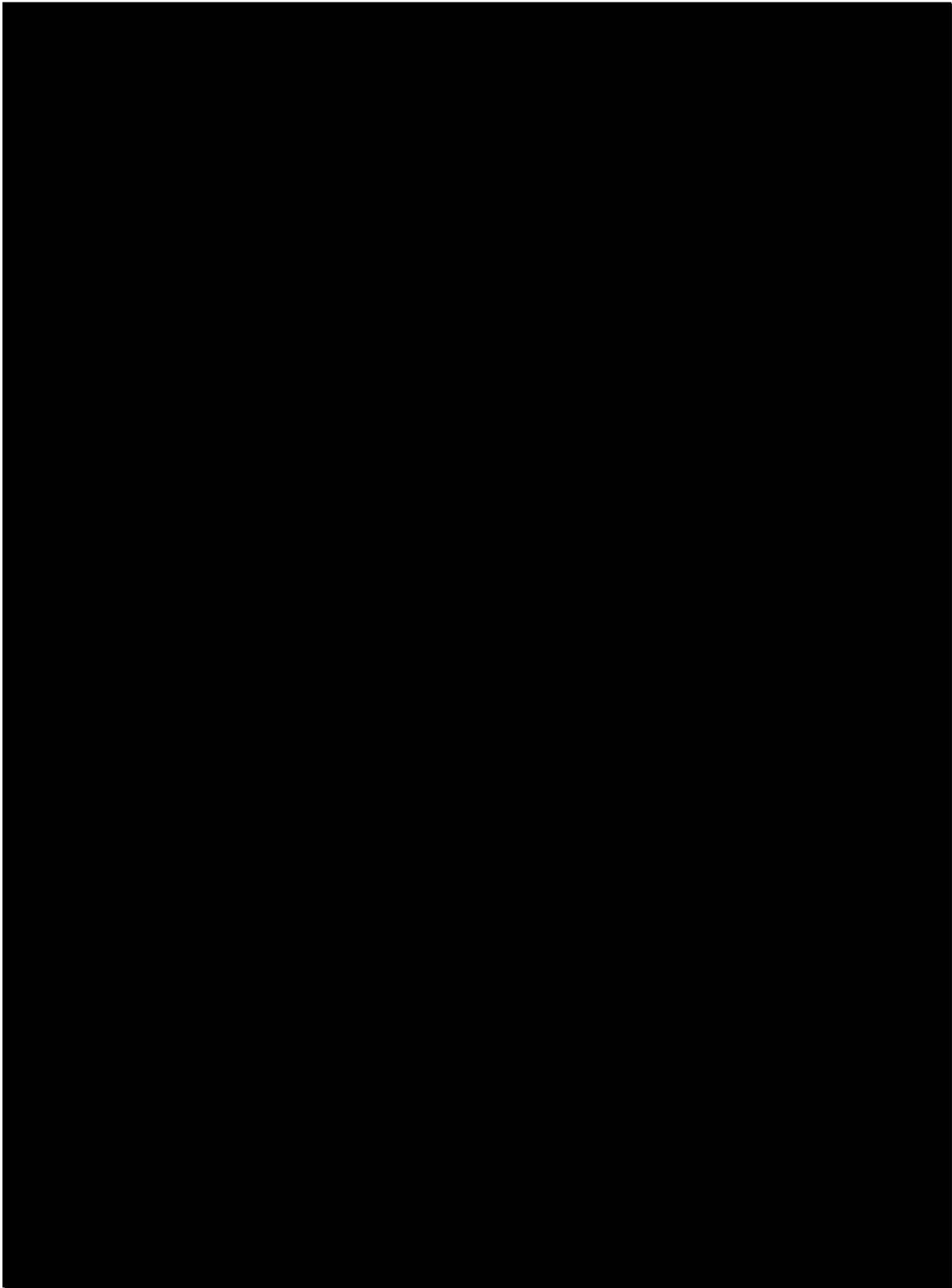
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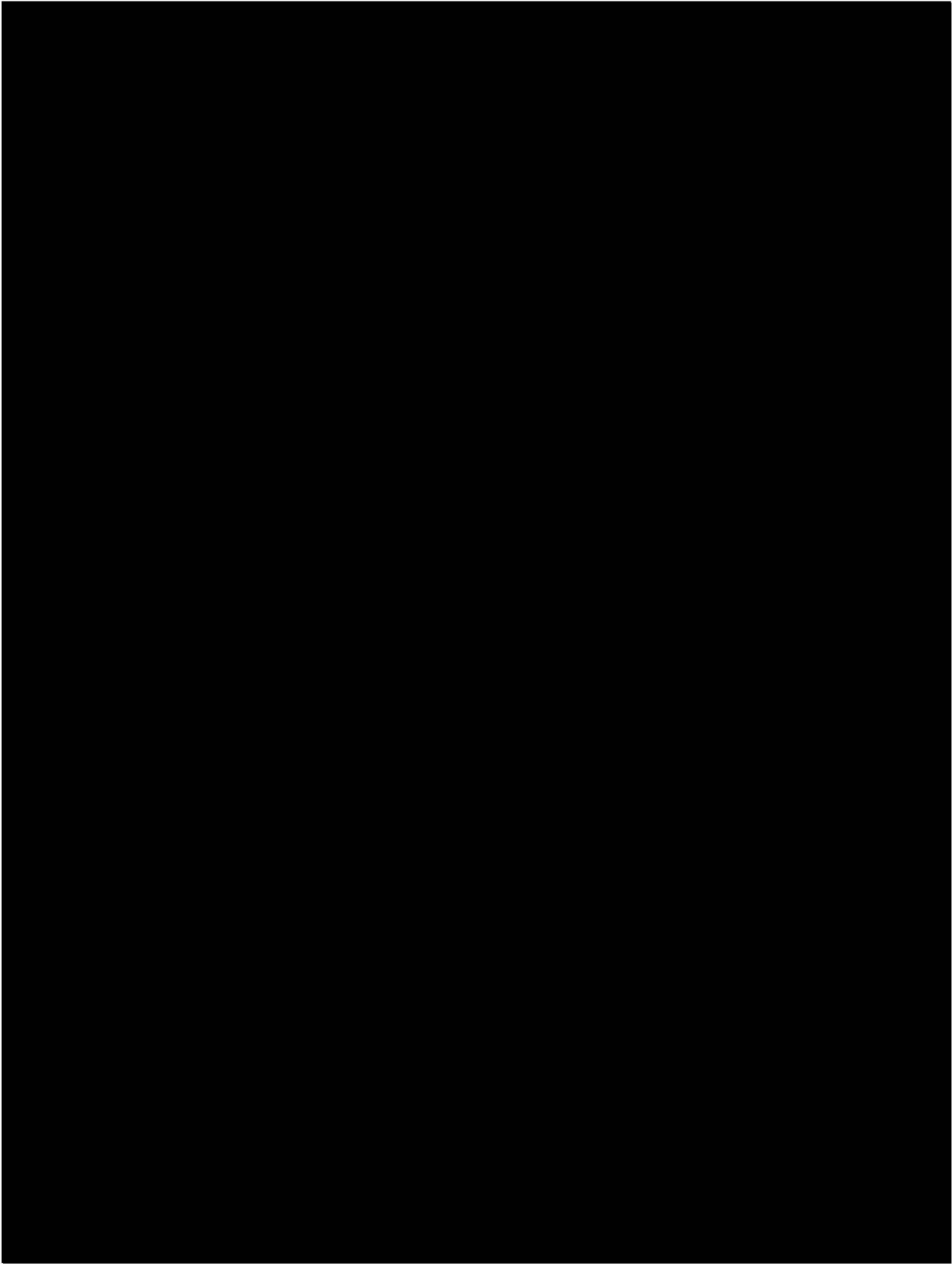
- The Trump U Team Member Role
  - Verify that all buyer information is present
  - Encourage the buyer to list a guest if the field is blank
  - Write the last four digits of the credit card number or the check number dependant on form of payment circled
  - Verify that the bottom of the enrollment form is signed
  - Verify that the top of the enrollment form indicates the team present and accurate event code
- The Terms & Conditions Form
  - The Buyers Role
    - Print, sign, and date where indicated
  - The Trump U Team Member Role
    - Verify that the buyer has printed, signed, and dated appropriately
- The Buyer Package
  - Once payment has been run through and confirmed, the buyer should be presented with the following:
    - The pink copy of the Enrollment Form and the Terms & Conditions Form stapled together and tucked into their Trump Padfolio containing the Gold Elite Kit, or portion thereof dependant on which programs are purchased
    - Any buyer incentives (Giveaways)

**STOP**

Retention starts here.

Be sure to congratulate the buyer, shake hands, and make eye contact to ensure that they are cognizant of what a life changing decision they just made!

Get them excited!



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**RETREATS & SPECIAL EVENTS**

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## QUICK START REAL ESTATE PROFITS RETREAT

You're going to love the Quick Start retreat. You'll be immersed in a variety of fundamental investment techniques right from day one. Don't expect to just sit and listen to your instructor lecture for three days. You'll be role-playing and making phone calls so you'll feel comfortable when you start doing it for yourself. The Quick Start retreat will show you step-by-step how to create quick cash immediately, and how to build a large monthly cash flow without using any of your own money or credit. You'll learn how to wholesale, lease-option, and owner-finance properties in your own backyard for quick cash profits.

### **Three fundamentals get you in the business of making deals right away**

**Quick-Turn Wholesaling** is the business of locating properties at bargain prices and then quickly passing them onto investors or landlords at prices well below retail. With a Lease-Option, you can control properties with no cash, credit or a license. A **Lease-Option** buyer leases a property

and has the right or “option” to purchase the property on or before the end of the lease agreement. Quick Turn **Owner Financing** is the business of creating financing to purchase properties. This allows you to sell, acting as the bank, receiving monthly payments. And you do it all without the use of any lending institution involved in the transaction.

**This three-day immersive retreat will teach you how to:**

- Buy and sell real estate without using any of your money or credit
- Buy potentially millions of dollars’ worth of property without a down payment
- Make money on properties you don’t even own
- Buy your dream home without going to the bank
- Receive cash back at closing when you buy
- Build a large monthly cash flow

Your instructor will also present a special flowchart that takes you through the 10 specific steps to investment success. Every potential roadblock is reviewed so you’ll know exactly what to do if you hit one. Hundreds of students have said that this part of the retreat alone was worth the price of admission. The retreat will conclude with a very specific 90-day Action Plan that will take you week-by-week through all the steps you need to start profiting from real estate.

## **CREATIVE FINANCING RETREAT**

The Creative Financing retreat debunks the myth that having bad credit, no credit, or lack of funds are roadblocks to getting financing. This retreat will show you exactly where the money is and how to get it so you can finance your investments. Your instructor will not only tell you how to bypass the credit crunch to get that financing money, but also what to do with it once you get it. After this retreat, you will have the knowledge, confidence, and contacts you need to invest in any residential or commercial property worth buying.

**This three-day immersive retreat will teach you how to:**

- **Learn and master the best-known creative real estate financing strategies**
- **Master strategies for residential or commercial property**
- **Compile financial statements and loan request packages**
- **Explore lending sources, including hard-money lenders**
- **Find 20 different strategies and techniques to creatively finance your investment property**

Here's a quick preview of five money sources and strategies that have helped thousands of students invest in real estate--regardless of their financial situation. These and many more will be detailed during the Creative Financing retreat.

**Hard-money lenders:** They specialize in short-term loans at high interest rates. You typically use this type of financing for a “fix and flip.”

**Seller-carried second mortgages:** Sometimes a bank will loan you 90 percent, and allow the

seller to take back a second mortgage from you for five percent, leaving you needing only five percent.

**Land contract:** For this, the seller lets you make payments, and delivers the title upon payment in full.

**Credit cards:** If a seller will take \$10,000 down on a fixer-upper that you expect to make \$20,000 on, why not use credit cards?

**Retirement accounts:** Check with a tax attorney to see how you might borrow from your own retirement account to finance real estate investments.

## COMMERCIAL & MULTI-UNIT RETREAT

How can you make more money in real estate investing? Buy multi-family properties and commercial real estate investments. The Multi-Family & Commercial Real Estate Investment Retreat will show you exactly how to get into commercial investing without a huge bankroll, how to read the markets and buy at the right time, and how to lock in profits early to guarantee a good deal.

The Commercial Real Estate field is full of myths and misinformation. It's what keeps some investors at arm's length. Your instructor will systematically break down each myth and give you the proven strategies you need to find your niche and start building your fortune in commercial real estate.

This retreat is special because after just three days, you'll start seeing dozens of opportunities in your neighborhood or town that never occurred to you before. And you'll learn how to succeed regardless of how much so-called competition there is in your area.

### This three-day immersive retreat will teach you how to:

- Navigate the maze of commercial real estate and large property financing to find hidden financial opportunities.
- Determine the right market valuation of multi-family, office, retail, and strip-mall properties so that you know a good or bad deal when you see it.
- Write commercial leases so that tenants actually take the management burden away from you.
- Take full advantage of tax breaks and other financial shelters, allowing you to maximize your profits.
- Understand the laws and regulations regarding commercial and multi-family properties so that you can protect your investments.
- Prepare vacant land for re-sale and/or sub-division to capitalize on additional investment opportunities. Identify and find discounted paper for maximum profitability.
- Identify and find discounted paper for maximum profitability.
- Understand how commercial and multi-family properties fit into the current real estate market place and how you can own and operate either for high profits.

- Have a working knowledge of property management so you can manage your properties efficiently.
- Understanding options: Their function in the acquisition/divestment process
- Select properties for complete makeovers and know the difference between remodeling and rehabilitation.

Remember, unless your main focus is commercial real estate, save this retreat for last, as it is more advanced than the others.

### **WEALTH PRESERVATION RETREAT**

Protect and grow your wealth, share it with others, and enjoy everlasting financial security with effective wealth preservation and accumulation. Lawsuits, income taxes, and death taxes--all these legal destroyers have the potential to crush your wealth...unless you have a protection plan already in place. To do that you must learn about three key disciplines: asset protection, estate planning, and tax strategy.

You'll learn important concepts on corporations, corporate maintenance, limited partnerships, limited liability companies, revocable living trusts, and retirement plans. Equipped with this information, you will be able to effectively structure your personal financial affairs in a manner that will ensure maximum protection.

This retreat is doubly valuable for Gold Elite students because, as a real estate investor, you'll learn specific strategies to help build in more profits to your real estate deals and to properly protect those profits.

#### **This three-day immersive retreat will teach you how to:**

- Identify different types of legal entities to protect your wealth. Figure out which entity works best for your situation.
- Reduce your overall tax bill through operation of your own small business and save big money in the process.
- Transform previously non-deductible expenses into fully and legally deductible expenses for your business, significantly reducing your income taxes.
- Make sure that your assets are secure against unwelcome attacks from frivolous lawsuits so that you don't lose everything you've worked your whole life for.
- Pass your wealth on to your heirs and beneficiaries while protecting it against potential threats.

Attorney, wealth preservation expert, and real estate investor J. J. Childers and his team of legal and accounting professionals conduct the Wealth Preservation retreat. They will give you

practical, easy-to-follow information that you can start using right away. You'll learn what you need to do in order to properly implement your wealth preservation plans, as well as how to properly document your actions.

## KICKSTART YOUR SUCCESS RETREAT

Times are tough--there's no denying it. When this recession started, you probably set aside your dream of securing wealth for yourself and your family. If you're like most people, you spend most of your time just trying to keep your head above water, waiting for life to get easier. But if you don't put your dreams into action, no one's going to do it for you! You just need someone to show you how to get started.

That's where Omar comes in. Omar Periu knows what it means to live through hard times - and what it takes to turn them into real opportunities. When Omar was seven, his family escaped to America from Cuba, bringing nothing with them but the clothes on their backs. By carefully observing master entrepreneurs and pulling together their cutting-edge communication strategies, he'd built himself a multimillion-dollar real estate empire by the time he was 31!

Even in a down economy, there are plenty of ways for people to create wealth, but only if they're armed with knowledge--and the right mindset. So if you're ready to Kickstart Your Success instead of waiting for success to you, come to Omar's exclusive retreat, where you'll learn how to:

- Break down barriers, whether you're negotiating a sale, trying to get the best bargain you can, or pitching to potential investors
- Network with the right people--and learn how to recognize leads that'll never pan out, ahead of time
- Squeeze the most profit you can out of the time you have, no matter how little
- Turn bad decisions from your past into opportunities, overcoming fears instead of letting them take over--as Omar says, "Success is never permanent, and failure is never final."

Omar's strategies and secrets could make you millions, but we're offering a deep, one-time-only discount if you sign up now! Join Omar on an exclusive retreat, listen to his story, and find out from him the details on how to kickstart your success.





POLICIES & PROCEDURES

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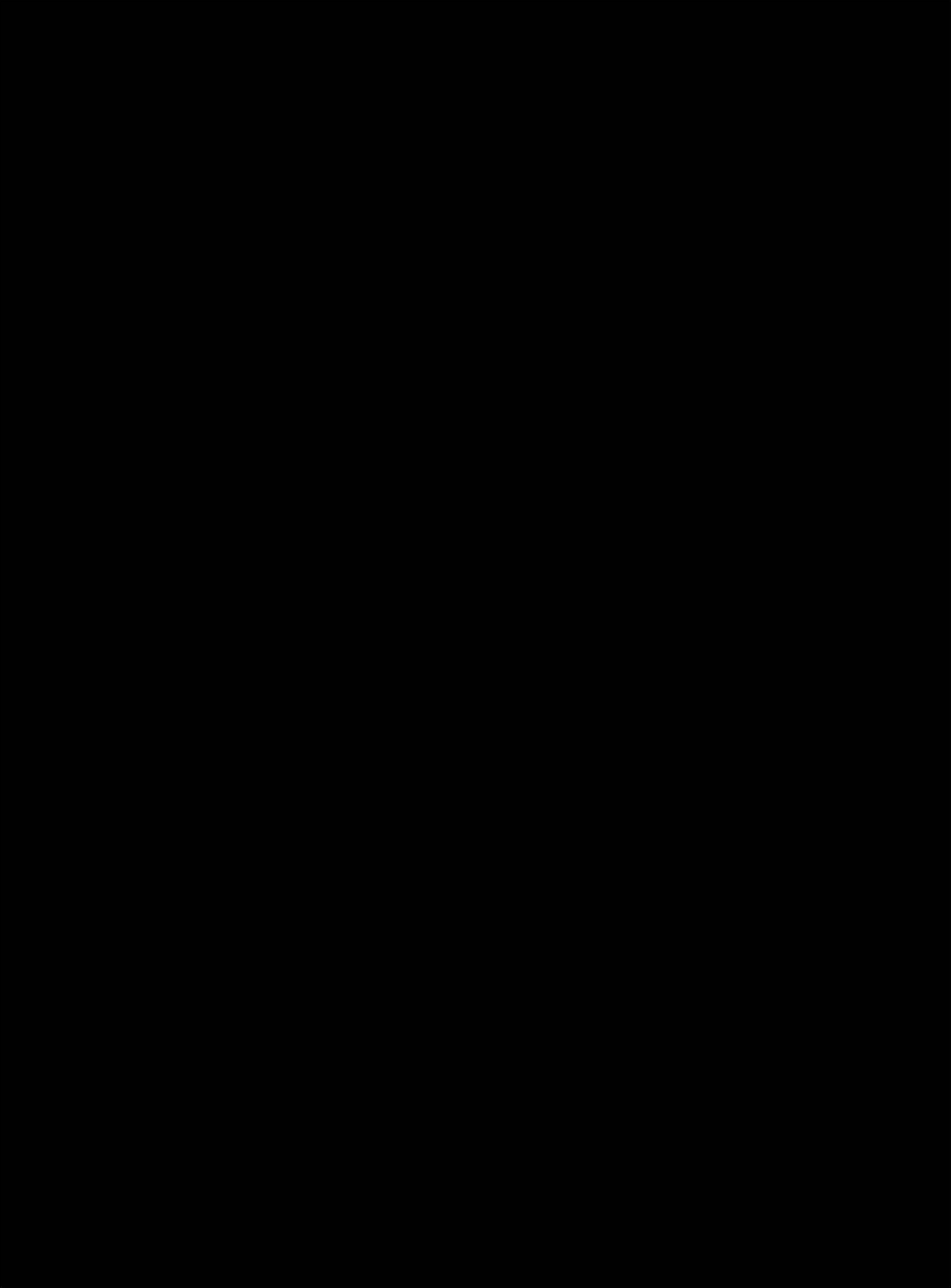
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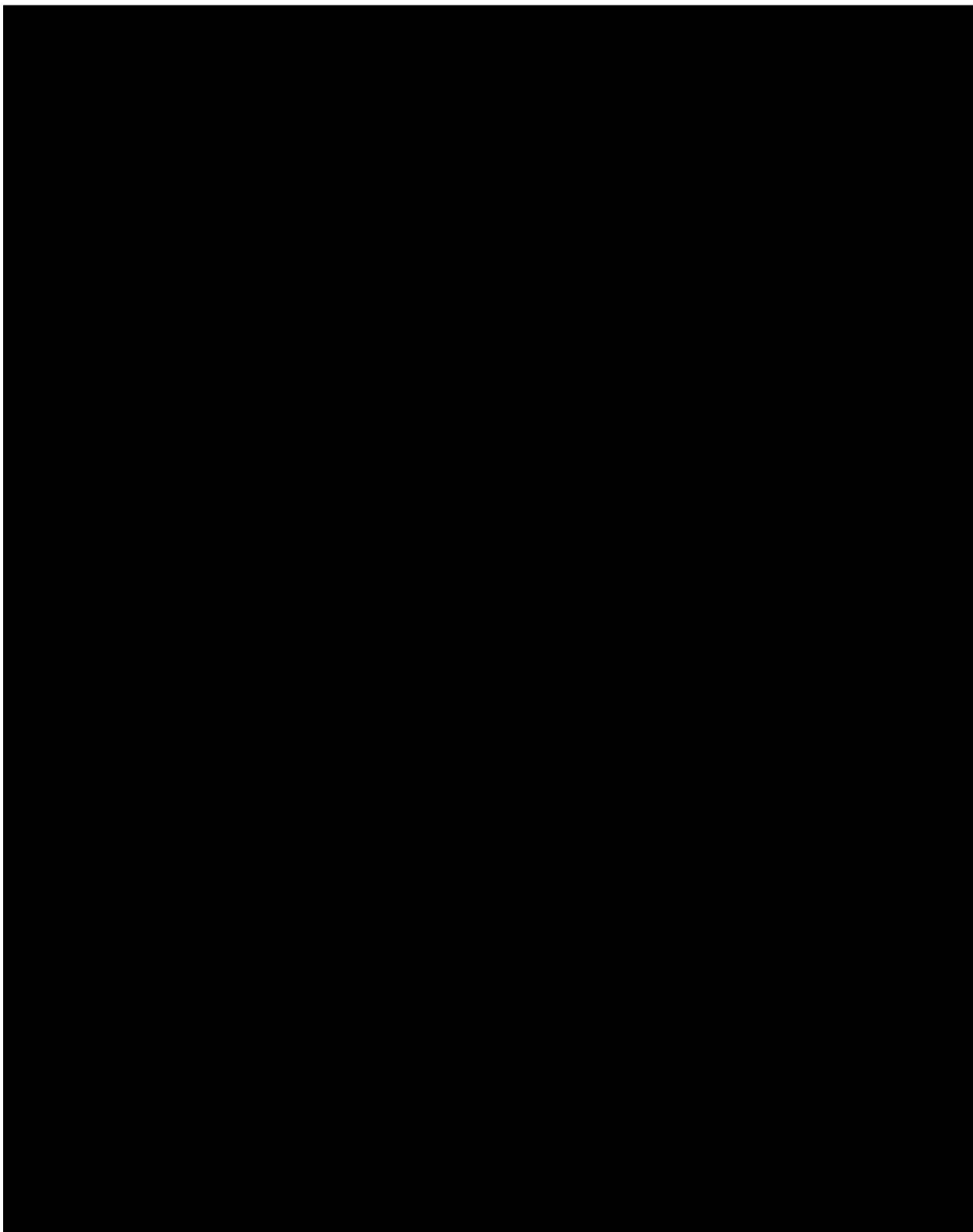
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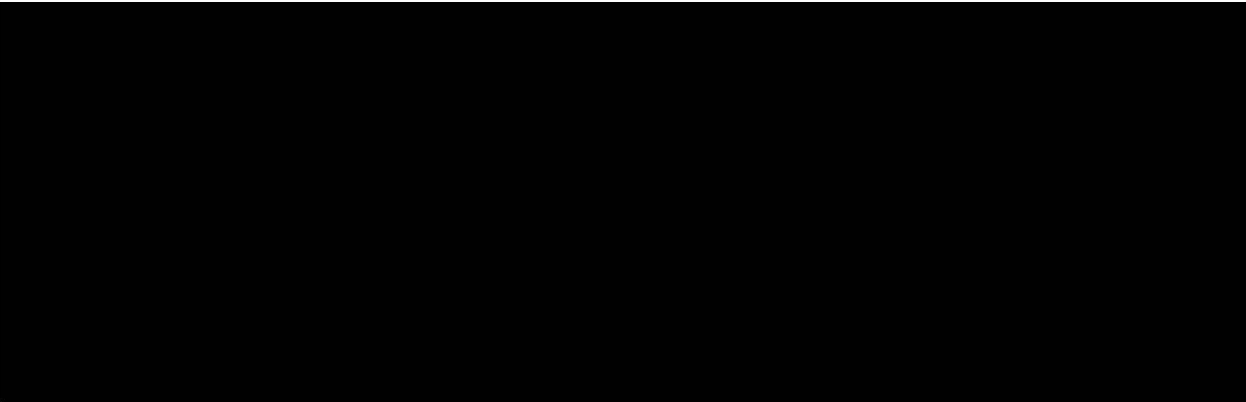
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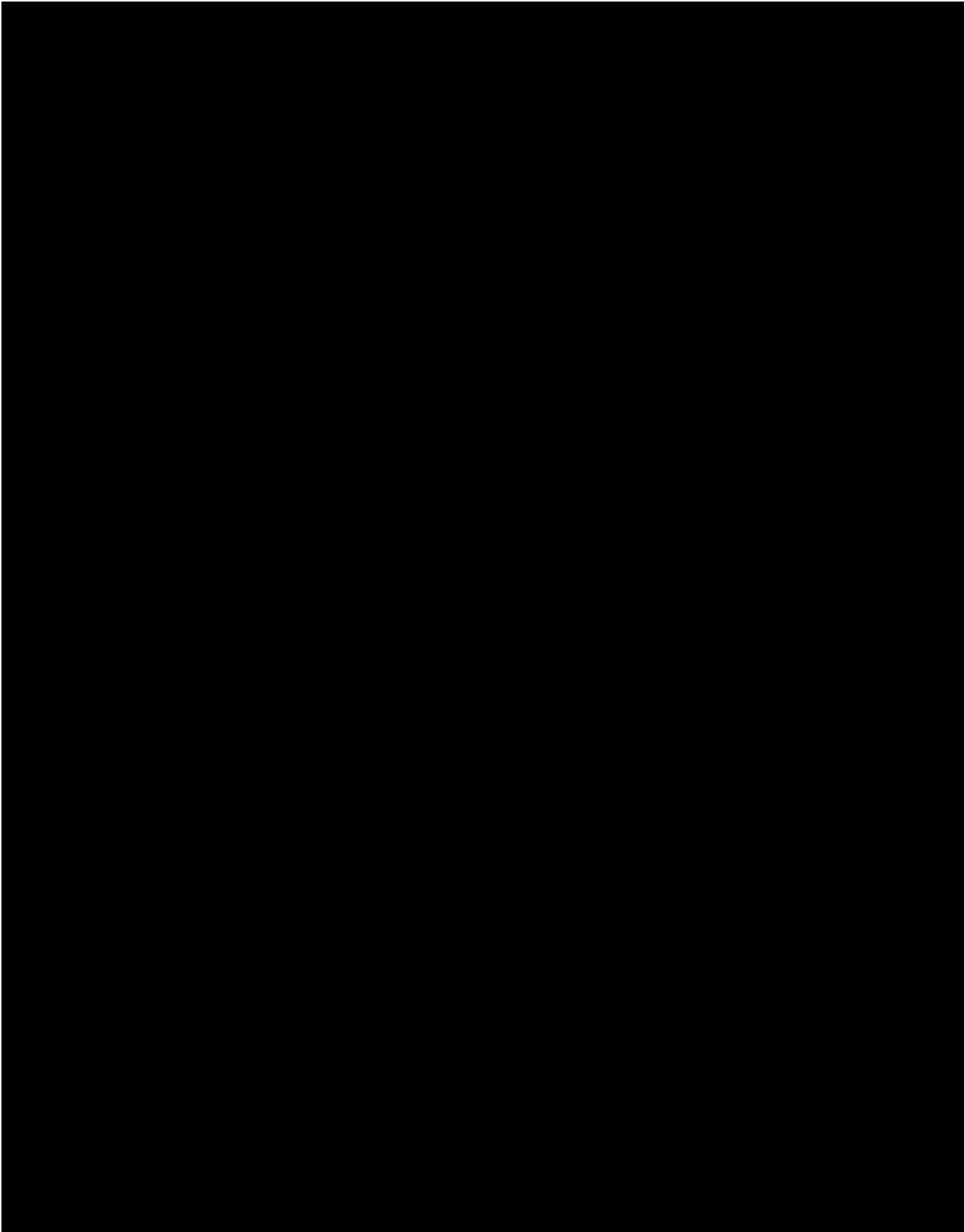


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the office. In this case, the cashier's check must be attached to the corresponding enrollment form.



**EGENCIA CORPORATE TRAVEL POLICY**

ALL AIRLINE TRAVEL WILL BE BOOKED VIA EGENCIA CORPORATE TRAVEL. ALL AIRFARE WILL BE BOOKED ACCORDING TO THE LOWEST LOGISTICAL FARE AVAILABLE AT THE TIME OF BOOKING. OUT OF POLICY FLIGHTS REQUIRE DOCUMENTATION IN ORDER TO DETERMINE WHETHER OR NOT THE FLIGHT CHOSEN IS JUSTIFIABLE. TU WILL TRACK THE DIFFERENCE IN FLIGHTS CHOSEN AGAINST THE MOST COST EFFECTIVE FLIGHT OFFERED AND ANY OUT OF POLICY REASONING. THE FOLLOWING OPTIONS ARE CURRENTLY AVAILABLE ON THE EGENCIA CORPORATE TRAVEL WEBSITE TO COMMUNICATE ANY REASONABLE DIFFERENCE IN FARE:

Edit code	Description
<u>AA</u>	Was not provided schedule in timely manner
<u>AR</u>	Selected this flight for routing/connection reasons
<u>AT</u>	Selected this flight due to time of day constraints - Personal
<u>BF</u>	Baggage fees with lower fare are more expensive than this ticket
<u>CC</u>	I waited too long- Been busy
<u>DA</u>	Missed Flight
<u>DD</u>	Schedule was changed Last Minute

**Egencia Rules & Regulations**

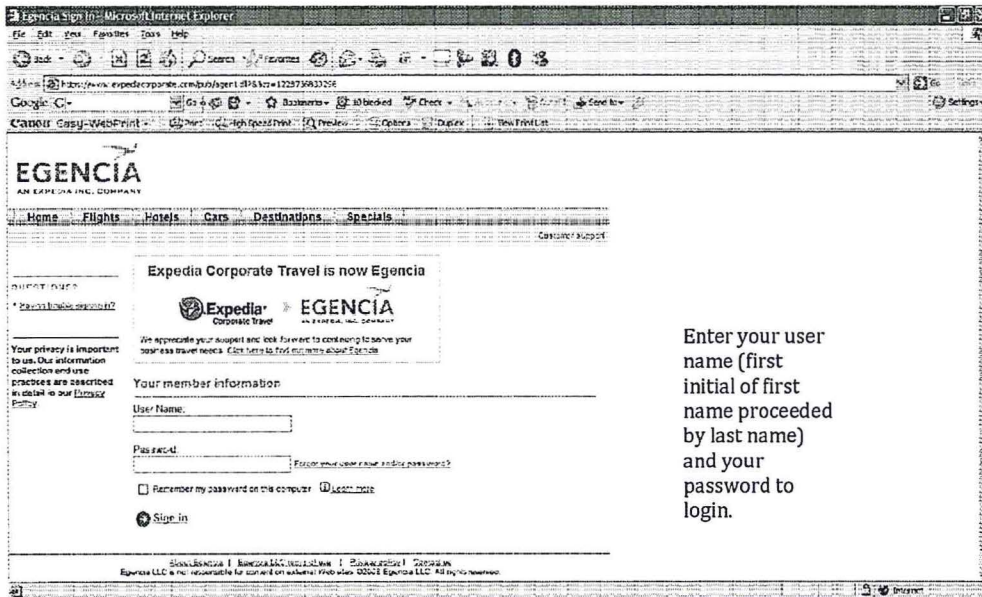
- All flights must be booked within 5 business days of receiving your schedule to not only ensure a cost-effective option, but to gives the traveler a greater opportunity of booking on their preferred carrier without having to book a multi-leg flight.
- If flights are booked less than 14 days from event date, Trump Team Members will be responsible for all additional costs incurred.
- All flights shall be coded to the event that the flight is physically going to. Any flight transporting a Trump Team Member that is not going "to" an event, shall be coded to the event that the Trump U Team Member is coming "from."
- All flights shall be booked as round trip tickets, unless the Trump U Team Member is not returning to the city of origin.

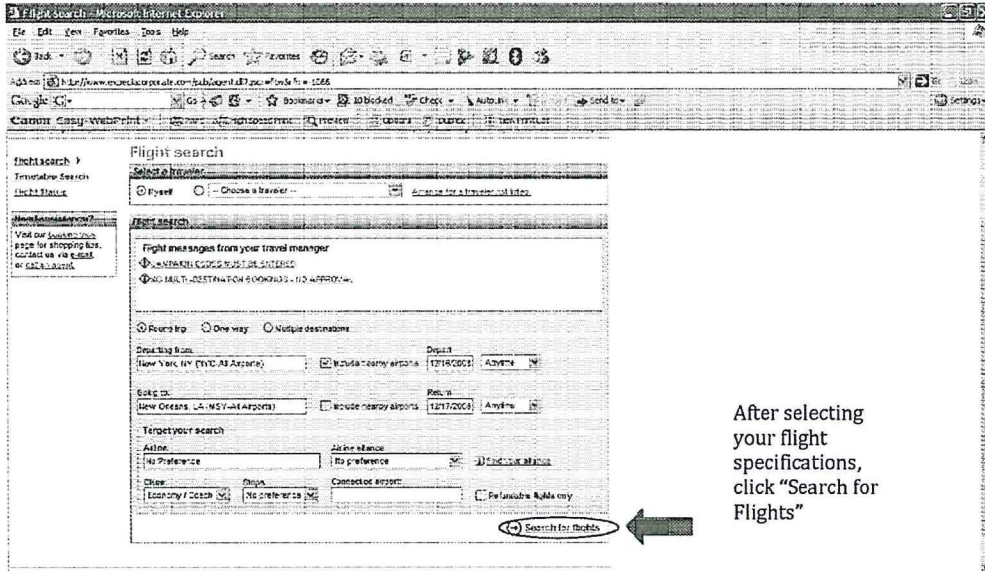
- All flight approvals are to be sent to Eleanor Daniels, with both the appropriate event code and out of policy reason (if applicable) selected. Trump U Team Members are responsible for following up if their flight has not been approved within 24 hours, and may submit to April Neumann for approval in this instance.
- In the event that the fare selected is significantly higher than the lowest logistical fare, Trump U Team Members will be responsible for writing the reasoning in the “notes” area so that the traveler’s logic is communicated to the approver.
- Emergency Travel Contact: April Neumann 917.692.8312.

Flight Notes
<ul style="list-style-type: none"> <li>• South West Airlines requires an individually specified flight search. South West does not permit Expedia to post their flight fares in the company of their competitors.</li> <li>• Trump U Team Members are not guaranteed the use of “preferred” airline carriers unless it falls within the set budget description. Employees and independent contractors may pay for the difference in order to fly on a preferred carrier in certain, in limited instances. However, since airfares are good only on the day they are quoted according to airline policies, travelers are responsible for making immediate arrangements for payments in those limited instances.</li> </ul>

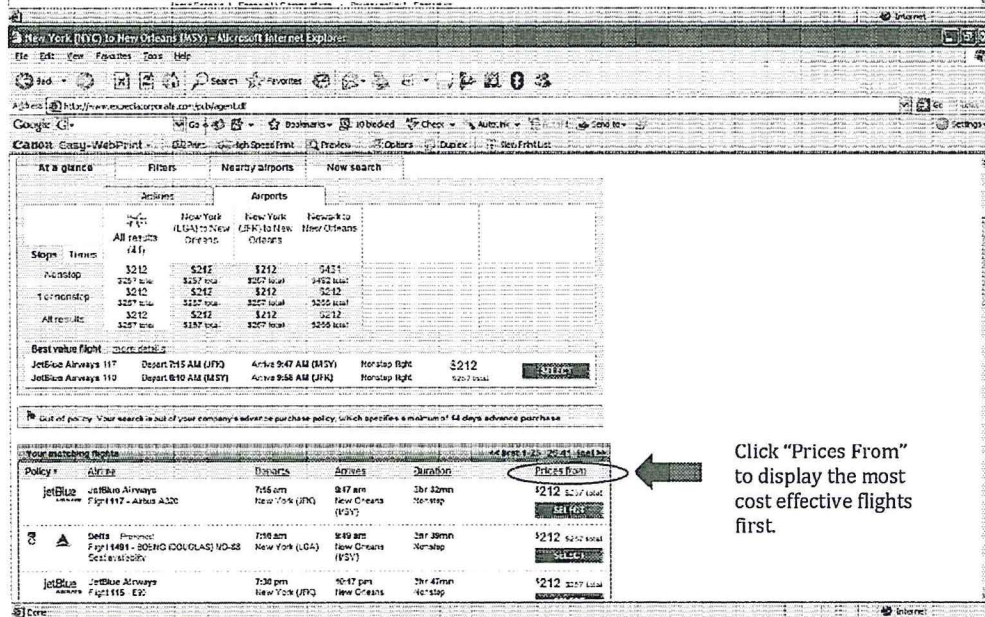
EGENCIA 101

To book travel, go to:  
<http://www.egencia.com/>





After selecting your flight specifications, click "Search for flights"



Click "Prices From" to display the most cost effective flights first.



NEW YORK (NYC) to New Orleans (MSY) - Microsoft Internet Explorer

Address: http://www.expedia.com/airfare/.../NYC-to-MSY.html

At a glance Filters Nearby airports New search

Airlines	All results (41)	United	Northwest	Delta	JetBlue Airways	US Airways	American	American
Stops	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total
Times	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total
All results	\$212 total	\$212 total	\$212 total	\$212 total	\$212 total	\$212 total	\$212 total	\$212 total

Best value flight: JetBlue Airways 117 Depart 7:15 AM (JFK) Arrive 9:47 AM (MSY) Nonstop flight \$212

Out of policy: Your search is out of your company's advance purchase policy, which specifies a minimum of 14 days advance purchase.

Your matching flights

Policy	Airline	Departs	Arrives	Duration	Price
JetBlue Airways	JetBlue Airways	7:15 am New York (JFK)	9:47 am New Orleans	2hr 32min Non-stop	\$212 <input type="button" value="SELECT"/>
Delta	Delta	7:50 am New York (LGA)	9:49 am New Orleans	2hr 39min Non-stop	\$212 <input type="button" value="SELECT"/>

Select the flight of choice that complies with the lowest logistical fare.

---

New Orleans (MSY) to New York (NYC) - Microsoft Internet Explorer

Address: http://www.expedia.com/airfare/.../MSY-to-NYC.html

At a glance Filters Nearby airports New search

Airlines	All results (39)	New Orleans to New York (LGA)	New Orleans to Newark (EWR)	New Orleans to New York (JFK)
Stops	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total
Times	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total	1 nonstop \$212 total
All results	\$212 total	\$212 total	\$212 total	\$212 total

Best value flight: JetBlue Airways 117 Depart 2:15 AM (JFK) Arrive 8:47 AM (MSY) Nonstop flight \$212

Out of policy: Your search is out of your company's advance purchase policy, which specifies a minimum of 14 days advance purchase.

Your matching flights

Policy	Airline	Departs	Arrives	Duration	Price
Delta	Delta	5:00 pm New Orleans	8:00 pm New York (LGA)	2hr 00min Non-stop	\$212 <input type="button" value="SELECT"/>
Delta	Delta	7:00 am New Orleans	11:01 am New York (LGA)	2hr 01min Non-stop	\$212 <input type="button" value="SELECT"/>

Select the return flight of choice that complies with the lowest logistical fare.

Flight Details - Microsoft Internet Explorer

Address: http://www.expedia.com/real-time/booking.html

Google

Cannot display WebPrint

Total price for this trip: \$257.00

Select a fare option

Fare class	Class of service	Price
Y	Yield	\$257.00

**Tue 16-Dec-08**  
 New York (LGA) to New Orleans (MSY) 1,171 mi (1,865 km)  
 Depart 7:10 am Arrive 9:49 am Duration: 2h 29m  
 Terminal: CLT LA TERMIAL  
 Economy/Coach Class (Y), Fuel Fee Purcharer: 8086G (DOMESTIC) MS 88  
 Total distance: 1,171 mi (1,865 km) Total duration: 2h 29m

**Wed 17-Dec-08**  
 New Orleans (MSY) to New York (LGA) 1,171 mi (1,865 km)  
 Depart 5:00 pm Arrive 9:30 pm Duration: 2h 29m  
 Terminal: CLT LA TERMIAL  
 Economy/Coach Class (Y), Fuel Fee Purcharer: 8086G (DOMESTIC) MS 88  
 Total distance: 1,171 mi (1,865 km) Total duration: 2h 29m

Review the rules and restrictions

- Tickets are non-refundable. A fee of \$150.00 per ticket will be charged for itinerary changes after the tickets are issued, provided that the booking rules were followed.
- Tickets are non-transferable and name changes are not allowed.
- This price includes a non-refundable \$8.00 booking fee.
- Please read important information regarding pricing and flight status.
- Fares do not include baggage fees or other fees charged directly by the airline.
- Read an overview of all the rules and restrictions applicable to this fare.
- Read the complete penalty rules for changes and cancellations applicable to this fare.

Select this flight. I have read and accept the rules and restrictions. (Please check this box to continue.)

Add another item to your trip?  
 No thanks, I don't need anything else.  
 I will add a hotel.  
 I will add a car.

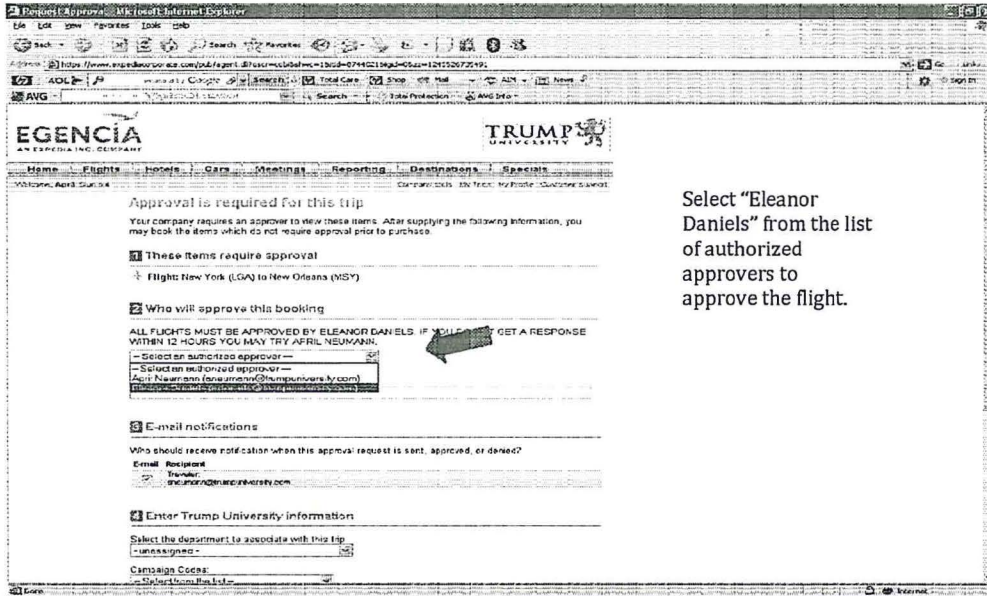
Select a booking option

- Continue with booking
- Reverse flight and complete itinerary
- Save trip and return itinerary

Double-check flight details before committing to the flight.

Check the box that you have accepted the rules and restrictions once you have read the terms.

Then click "Continue with Booking."



**EGENCIA**  
AN EXPEDIENTE COMPANY

**TRUMP UNIVERSITY**

Home Flights Hotels Cars Meetings Reporting Destinations Specials

Welcome, April 2014

Approval is required for this trip  
Your company requires an approver to view these items. After supplying the following information, you may book the items which do not require approval prior to purchase.

These items require approval

→ Flight: New York (LGA) to New Orleans (MSY)

Who will approve this booking

ALL FLIGHTS MUST BE APPROVED BY ELEANOR DANIELS IF YOU DO NOT GET A RESPONSE WITHIN 12 HOURS YOU MAY TRY APRIL NEUMANN.

- Select an authorized approver -

- Select an authorized approver -

April Neumann (aprilm@trumpuniversity.com)

Eleanor Daniels (eandaniels@trumpuniversity.com)

E-mail notifications

Who should receive notification when this approval request is sent, approved, or denied?

Email Recipient

Traveler

aprilm@trumpuniversity.com

Enter Trump University information

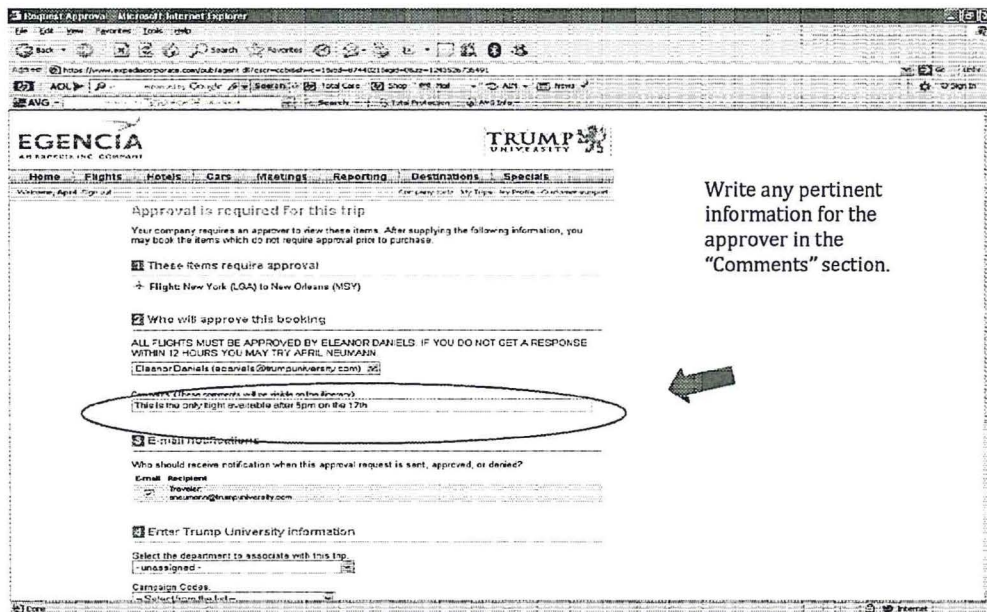
Select the department to associate with this trip

- unassigned -

Campaign Codes

Submit Form Back List

Select "Eleanor Daniels" from the list of authorized approvers to approve the flight.



**EGENCIA**  
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**TRUMP UNIVERSITY**

Home Flights Hotels Cars Meetings Reporting Destinations Specials

Welcome, April 2014

Approval is required for this trip  
Your company requires an approver to view these items. After supplying the following information, you may book the items which do not require approval prior to purchase.

These items require approval

→ Flight: New York (LGA) to New Orleans (MSY)

Who will approve this booking

ALL FLIGHTS MUST BE APPROVED BY ELEANOR DANIELS IF YOU DO NOT GET A RESPONSE WITHIN 12 HOURS YOU MAY TRY APRIL NEUMANN.

Eleanor Daniels (eandaniels@trumpuniversity.com)

Comments (If you comment, it will be visible on the itinerary)

This is the only flight available after 5pm on the 17th

E-mail notifications

Who should receive notification when this approval request is sent, approved, or denied?

Email Recipient

Traveler

aprilm@trumpuniversity.com

Enter Trump University information

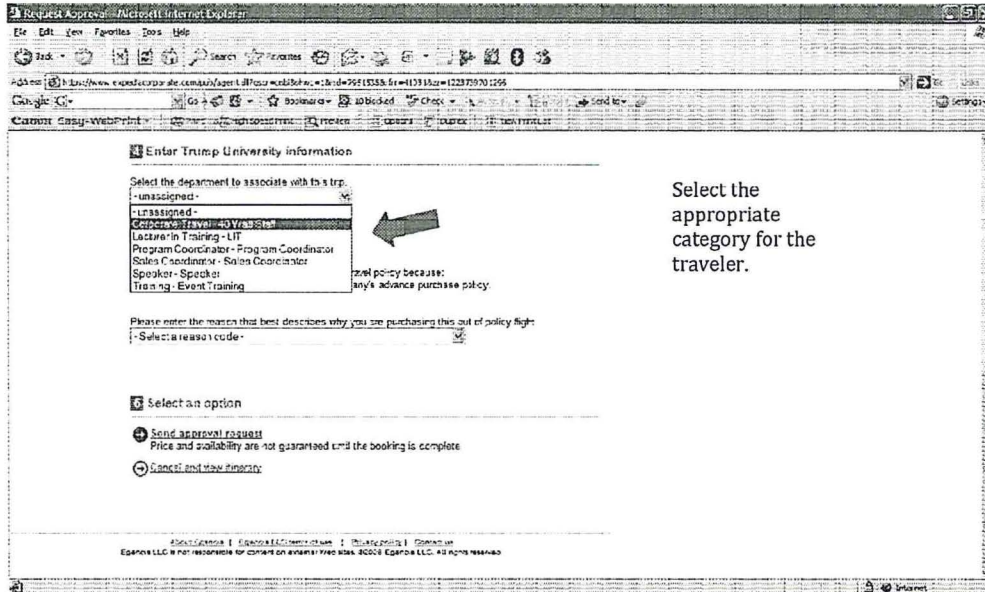
Select the department to associate with this trip

- unassigned -

Campaign Codes

Submit Form Back List

Write any pertinent information for the approver in the "Comments" section.



**Enter Trump University information**

Select the department to associate with this trip.  
 - unassigned -  
 - unassigned -  
 Corporate Travel - 4G Wall Staff  
 Lecturer in Training - LIT  
 Program Coordinator - Program Coordinator  
 Sales Coordinator - Sales Coordinator  
 Speaker - Speaker  
 Training - Event Training

Used policy because:  
any's advance purchase policy.

Please enter the reason that best describes why you are purchasing this out of policy flight:  
 - Select a reason code -

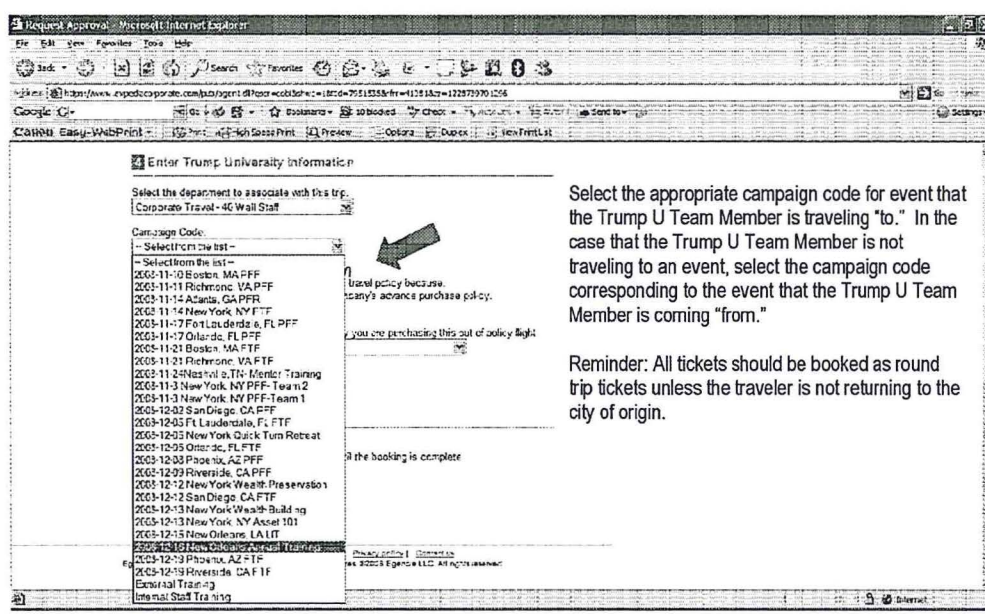
**Select an option**

**Send approval request**  
 Price and availability are not guaranteed until the booking is complete.

**Cancel and save itinerary**

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Select the appropriate category for the traveler.



**Enter Trump University information**

Select the department to associate with this trip.  
 Corporate Travel - 4G Wall Staff

Campaign Code:  
 - Select from the list -  
 - Select from the list -  
 2002-11-0 Boston, MA PFF  
 2003-11-11 Richmond, VA PFF  
 2003-11-14 Atlanta, GA PFF  
 2002-11-14 New York, NY PFF  
 2003-11-7 Fort Lauderdale, FL PFF  
 2003-11-7 Orlando, FL PFF  
 2003-11-21 Boston, MA PFF  
 2003-11-21 Richmond, VA PFF  
 2002-11-24 National s.TN- Mentor Training  
 2003-11-3 New York, NY PFF-Team 2  
 2003-11-3 New York, NY PFF-Team 1  
 2003-12-02 San Diego, CA PFF  
 2003-12-05 Ft. Lauderdale, FL PFF  
 2003-12-05 New York, NY Jack Turn Retreat  
 2003-12-05 Orlando, FL PFF  
 2003-12-05 Phoenix, AZ PFF  
 2003-12-09 Riverside, CA PFF  
 2003-12-12 New York, NY Weather Preservation  
 2003-12-12 San Diego, CA PFF  
 2003-12-13 New York, NY World Building  
 2003-12-13 New York, NY Ascot 101  
 2003-12-15 New Orleans, LA LIT  
 2003-12-18 New Orleans Annual Training  
 2003-12-19 Phoenix, AZ PFF  
 2003-12-19 Riverside, CA PFF  
 External Training  
 Internal Staff Training

Used policy because:  
any's advance purchase policy.

Please enter the reason that best describes why you are purchasing this out of policy flight:  
 - Select a reason code -

**Select an option**

**Send approval request**  
 Price and availability are not guaranteed until the booking is complete.

**Cancel and save itinerary**

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Select the appropriate campaign code for event that the Trump U Team Member is traveling "to." In the case that the Trump U Team Member is not traveling to an event, select the campaign code corresponding to the event that the Trump U Team Member is coming "from."

Reminder: All tickets should be booked as round trip tickets unless the traveler is not returning to the city of origin.

Request Approval - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.epson.com/agent/flight/web/...?brd=95f15558&fr=12279701296

Google

Cannot Copy-WebPrint

**Enter Trump University information**

Select the department to associate with this trip.  
Corporate Travel - 4C Wall Staff

Carriage Code  
2005-12-16 New Orleans Annual Training

Flight: New York (LGA) to New Orleans (MSY)  
This flight does not comply with your company's travel policy because:  
 \* This flight does not comply with your company's advance purchase policy.

Please enter the reason that best describes why you are purchasing this out of policy flight:

Select a reason code:  
 AA - Were not provided schedule in timely manner  
 AR - Selected on a flight for routing/connection reasons  
 AT - Selected this flight due to time of day constraint - Personal  
 BF - Baggage fees with over fare are more expensive than it's cost  
 CC - Waiting too long - Been busy  
 DA - Massac Flight  
 DD - Schedule was changed Last Minute  
Price and availability are not guaranteed until the booking is complete.

Cancel and view itinerary

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Select a reason code (if applicable) as to why you are purchasing a ticket that is out of policy.



Request Approval - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.epson.com/agent/flight/web/...?brd=95f15558&fr=12279701296

Google

Cannot Copy-WebPrint

**Enter Trump University information**

Select the department to associate with this trip.  
Corporate Travel - 4C Wall Staff

Carriage Code  
2005-12-16 New Orleans Annual Training

Flight: New York (LGA) to New Orleans (MSY)  
This flight does not comply with your company's travel policy because:  
 \* This flight does not comply with your company's advance purchase policy.

Please enter the reason that best describes why you are purchasing this out of policy flight:  
AT - Selected this flight due to time of day constraint - Personal

Select an option

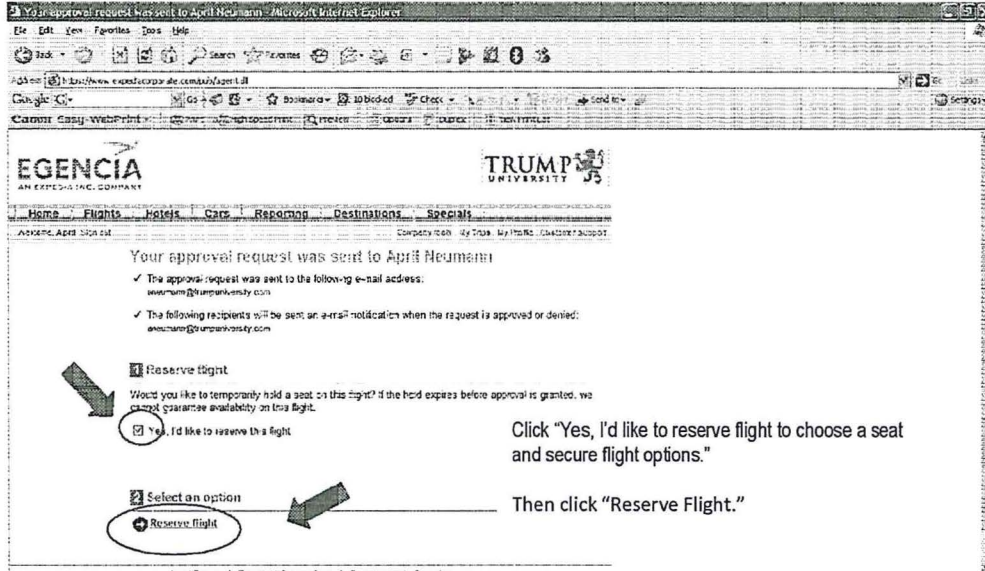
Send Approval Request  
Price and availability are not guaranteed until the booking is complete.

Cancel and view itinerary

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Click "Send Approval Request" to submit the flight for approval and booking.





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ASKING APRIL SIGN ON

Your approval request was sent to April Neumann

- ✓ The approval request was sent to the following e-mail address:  
anumann@trumpuniversity.com
- ✓ The following recipients will be sent an e-mail notification when the request is approved or denied:  
anumann@trumpuniversity.com

Reserve flight

Would you like to temporarily hold a seat on this flight? If the hold expires before approval is granted, we cannot guarantee availability on this flight.

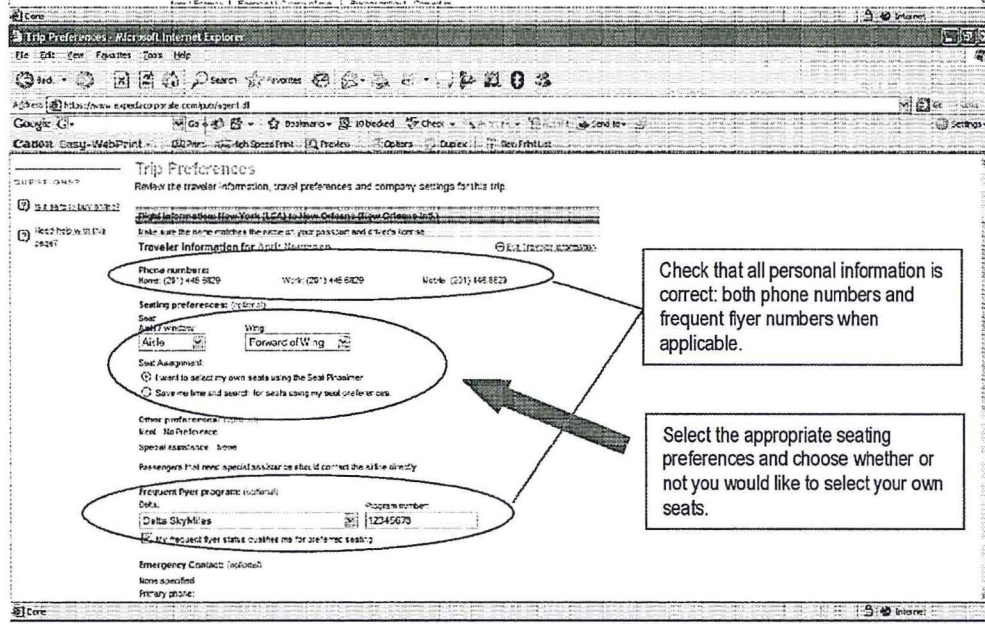
Yes, I'd like to reserve this flight

Click "Yes, I'd like to reserve flight to choose a seat and secure flight options."

Select an option

Reserve flight

Then click "Reserve Flight."



**Trip Preferences**  
Review the traveler information, travel preferences and company settings for this trip.

**Traveler Information**  
First Name: April | Last Name: Neumann | Title: Ms. | Middle Initial: | Date of Birth: 01/01/1980 | Gender: F

**Traveler Information for April Neumann**

Phone numbers:  
Home: (201) 446-8829 | Work: (201) 446-8829 | Work: (201) 446-8829

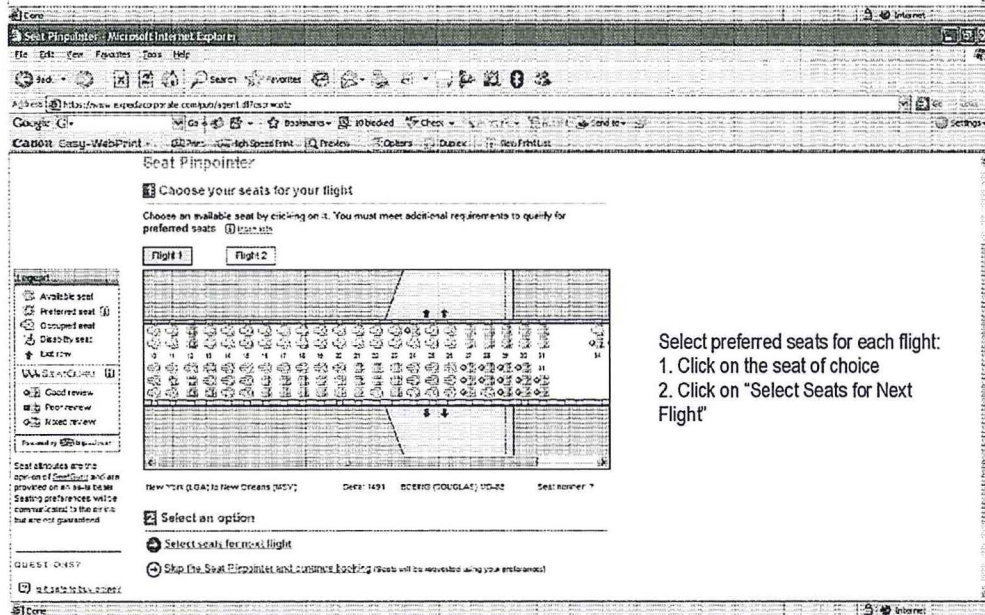
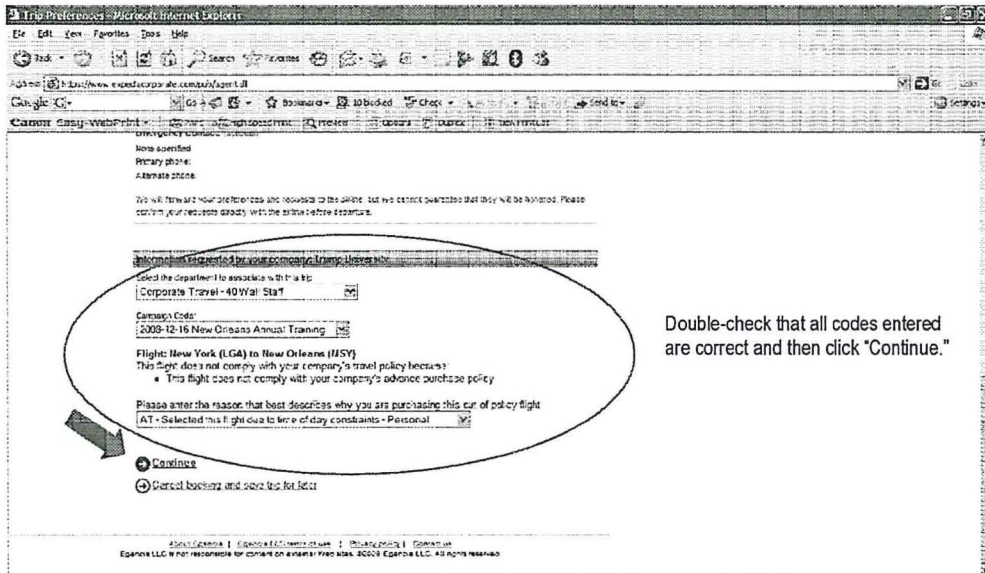
**Seating preferences:** (Optional)  
Seat: | Wing: Forward of Wing | Seat Assignment: | I want to select my own seats using the Seat Preference | Save my time and search for seats using my seat preferences

**Frequent Flyer programs:** (Optional)  
Delta SkyMiles | Program number: 12345678 | My frequent flyer status qualifies me for elite tier seating

Emergency Contact: (Optional)  
Name: | Primary phone: |

Check that all personal information is correct: both phone numbers and frequent flyer numbers when applicable.

Select the appropriate seating preferences and choose whether or not you would like to select your own seats.

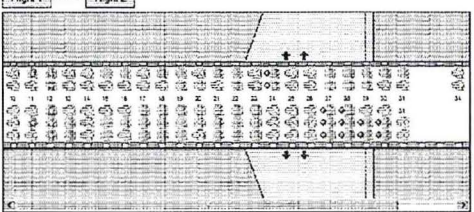


**Seat Pinpointer - Microsoft Internet Explorer**

Choose your seats for your second flight

Choose an available seat by clicking on it. You must meet additional requirements to qualify for preferred seats. [More info](#)

Flight 1 | **Flight 2**



New Orleans (MSY) to New York (LGA) Delta 149C Boeing 707-300LR 7-00

Select an option  
 Request seats and continue

We will forward your seating request to the airlines, but we cannot guarantee that your request will be honored. Be sure to confirm your seat assignment with the airline before you depart.

Click "Request Seats and Continue."

**Final review and booking - Microsoft Internet Explorer**

Flight New York to New Orleans

Traveler name:	Class of service:	Cost breakdown:
April Neumann		Total ticket cost: \$212.00
New York (LGA) to New Orleans (MSY)	12/18/08 7:10 am - 3:49 am Delta 149C	Taxes & Fees: \$26.91
New Orleans (MSY) to New York (LGA)	12/17/08 5:00 pm - 8:50 pm Delta 149C	<b>Ticket Total: \$249.00</b>

Payment information

Agencies require that we collect a payment card to reserve. The card will not be charged to reserve this flight.

Card: Travel [Card] [E]

List a payment form of source

**Total: \$249.00**

\* The total includes taxes, fees, and service fees. It does not include other taxes, rates are quoted in US dollars.

Specify notification settings

Please specify an address to which an e-mail confirmation should be sent

Email:  Account holder:  [E] [A] [S]

Select an option

Complete this reservation now, no tickets will be issued

Confirm flight details and then click "Complete This Reservation Now, No Tickets Will Be Issued."



From: Egencia (egtravel@custserv.egencia.com) Sent: Mon 12/1/2008 12:25 PM  
 To: April Neumann  
 Subject: Flight request approval - New Orleans, LA - Dec 15, 2008

April Neumann has approved your travel request. However, the following travel item has not yet been booked. Price and availability are not guaranteed until travel is booked.

Comments: None

Complete booking now at <http://www.egencia.com/egencia/agent.d11?qr=egpenfid=79205825updt=1>.

Traveler: April Neumann  
 Itinerary: New Orleans, LA  
 Item: Flight  
 Start date: Monday 15-Dec-2008  
 Status: Approved

Once travel has been approved, the traveler will receive an email confirming.

This email does not mean that the flight has been booked; it only means that it has been approved.

The traveler is still responsible for watching for his or her booking confirmation email.

From: Egencia (egtravel@custserv.egencia.com) Sent: Mon 12/1/2008 12:39 PM  
 To: April Neumann  
 Subject: Egencia booking confirmation for April Neumann - New Orleans, LA - Dec 15, 2008 - 79205825

**Travel Confirmation**  
 Thank you for booking your trip with Egencia. [View this itinerary online](#) for the most up-to-date information.

**Trip summary**

Account holder: April Neumann Itinerary number: 276080284

Ticketing for your flight is now complete. Ticket number(s) are displayed in the Flight section of this itinerary.

**Monday 15-Dec-2008**

Flight (E-Ticket Confirmed)	Delta	Flight price: \$219.50
April Neumann	Delta confirmation code: 010774	Airline ticket number(s): 00079205825
Company Code: 2008-11 New Orleans Annual Training	More booking details: 1-Dec-08	Delta booking code: 1003Y221
Depart: 7:10 New York (LGA)	Airline: Delta	Terminal: 1A11
Arrive: 9:49 New Orleans	Airline: Delta	Terminal: 1A11
Seat 12C: Searching for better seat - Economy/Coach Class (T), Food For Purchase: 30.00, BOEING 737-400		

**Wednesday 17-Dec-2008**

Flight (E-Ticket Confirmed)	Delta	
Depart: 6:55 New Orleans	Airline: Delta	
Arrive: 8:26 Atlanta (ATL)	Airline: Delta	Terminal: SOUTH INTERNATIONAL

Once travel has been approved, the approver will book the ticket for the traveler. The traveler will then receive this email confirming the airline ticketing number and confirmation code.

If the ticket is being booked on a credit, the traveler will have to monitor their email to ensure that the ticket has in fact been booked, since the approver must work with an Egencia agent to facilitate.



**MANDATORY DESKTOP BACKGROUND**

ALL TRUMP UNIVERSITY TEAM MEMBERS WILL BE REQUIRED TO HAVE THE BELOW IMAGE AS THEIR DESKTOP BACKGROUND AT ALL TRUMP UNIVERSITY EVENTS. PLEASE FOLLOW THE BELOW INSTRUCTIONS FOR SETTING THIS IMAGE AS YOUR DESKTOP BACKGROUND ON YOUR LAPTOP.



1. Double click the attachment in the email to open the image, and save the image to your computer so that you can reference and set as your desktop background as necessary.
2. Go into the start menu, in the lower left corner of your computer screen and click "My Computer."
3. Locate the "Control Panel" button and double click.
4. Locate the "Display" icon and double click.
5. Click the "Desktop" tab.
6. Click "Browse" and locate the image that you just saved to your computer.
7. Double click the image so that it appears on the computer icon in the popup box.
8. Click "apply" and then click "ok."

The above image will now be your desktop background.



#### POST DATED CHECKS POLICY

IN THE INSTANCE THAT A CHECK IS POST DATED, IT WILL BE CONSIDERED AS A PENDING SALE UNTIL THE DATE OF THE CHECK COMES TO FRUITION.

#### PROCEDURE FOR DOCUMENTING A POST DATED CHECK\*

- A post dated check does not count towards the dollars/head collected, nor will it count as a sale or towards any conversion until the check is deposited.
- A check's date should never be more than ten days in advance of the date that it is collected.
- A post dated check is never accepted as a form of payment on a preview.
- Post dated checks will be entered into the Final Event Synopsis Worksheet on the "Pending Summary" tab. Indicate in the "notes" section that a post dated check has been collected and list the date that it will be available to be deposited on.
- All checks collected, must be entered into the dev. To enter a post dated check, select the check option as a form of payment. Enter all pertinent information, and then select the date from the calendar icon that corresponds with the date that is on the check. The check will not be counted as "cash collected" until the actual date that it is posted dated to.
- Team Members will not receive commission or bonuses off of a check received by a student, unless the check has cleared.

*\*In the case that any of the above policies are not followed, the team member responsible will be formally written up.*



#### RENTAL CAR POLICY

PROGRAM COORDINATORS ARE RESPONSIBLE FOR BOOKING A RENTAL CAR CAPABLE OF HOLDING TEAM MEMBERS AND ALL EQUIPMENT, MARKETING MATERIALS, AND LUGGAGE FOR EACH PREVIEW. IF IT IS MORE COST EFFECTIVE FOR THE TEAM TO UTILIZE A RENTAL CAR FOR A FULFILLMENT OR RETREAT, EVENT PLANNER (ELEANOR DANIELS), WILL AUTHORIZE THAT A RENTAL CAR BE BOOKED ON THE FULFILLMENT/RETREAT ITINERARY. IT IS THEN THE PROGRAM COORDINATOR'S RESPONSIBILITY TO MAKE THE RESERVATION, UNLESS THEY HAVE REQUESTED A RENTAL THROUGH THE LIVE EVENTS COORDINATOR (DENISE ONG).

#### MAKING THE RESERVATION

- Rental car reservations may be made with Avis either via phone (800.331.1551) or the Avis website ([www.Avis.com](http://www.Avis.com)).
- Program Coordinators must book the rental car no sooner than the day before the first day of the campaign, with a return no later than the day after the last day of the campaign.
- Program Coordinators are authorized to book the following vehicles for preview events, and are asked to make cost-effective choices:
  - Full Sized SUV
  - Mini Van
- In the case that a car is authorized for a fulfillment, and will only be utilized for airport pick-ups and drop-offs, the Program Coordinator is authorized to book the following vehicles dependent upon the number of people and amount of luggage that will be transported at any given time:
  - Subcompact
  - Compact
  - Intermediate
  - Standard SUV
- In the case that none of the above cars are available, the Program Coordinator is responsible for contacting the Live Events Coordinator (Denise Ong) to discuss options.
- If at any time a Program Coordinator books a specialty vehicle (Hummer, convertible, sports car etc.) without prior authorization from the Live Events Coordinator (Denise Ong), the Program Coordinator will be held responsible for the difference between the specialty rate and the rate of the car that should have been booked for that particular event.
- If at any time a second car is necessary, due to a facility not having either a full sized SUV or minivan available, the Program Coordinator must receive prior approval from the Live Events Coordinator (Denise Ong) for an additional team member to book a rental car.
- A Program Coordinator should NEVER give their GEB (Global Electronic Billing Number) to any other team member or anyone else at any point.

#### PICKING UP THE RENTAL CAR

- Trump U Team Members must have a valid Driver's License in order to pick up a rental car
- It is not necessary for Trump U Team Members to accept any of the insurance options offered at the Avis counter, as all Team Members are all covered under Trump University's corporate insurance policy.
- Trump U Team Members are now permitted to select the prepaid gas option with Avis and bill prepaid gas to Trump University. Any Trump U Team Member picking up a rental car, is responsible for confirming that the prepaid option has indeed been posted to the account.
- In the case that a Team Member does NOT select the prepaid gas option, and returns the rental car with less than a full tank of gas, the charges will be deducted from the responsible Team Member's next expense check.
- In the case that a Team Member does NOT choose the prepaid option, the Team Member may expense gas by submitting a gas receipt along with their expense report for that particular event.
- Trump U Team Members are not permitted to rent a GPS unit, since all PCs have been outfitted with their own personal GPS. In the case that a GPS unit is not working properly, the Program Coordinator is responsible for contacting the Live Events Coordinator (Denise Ong).

#### RENTAL CARS AT EVENTS

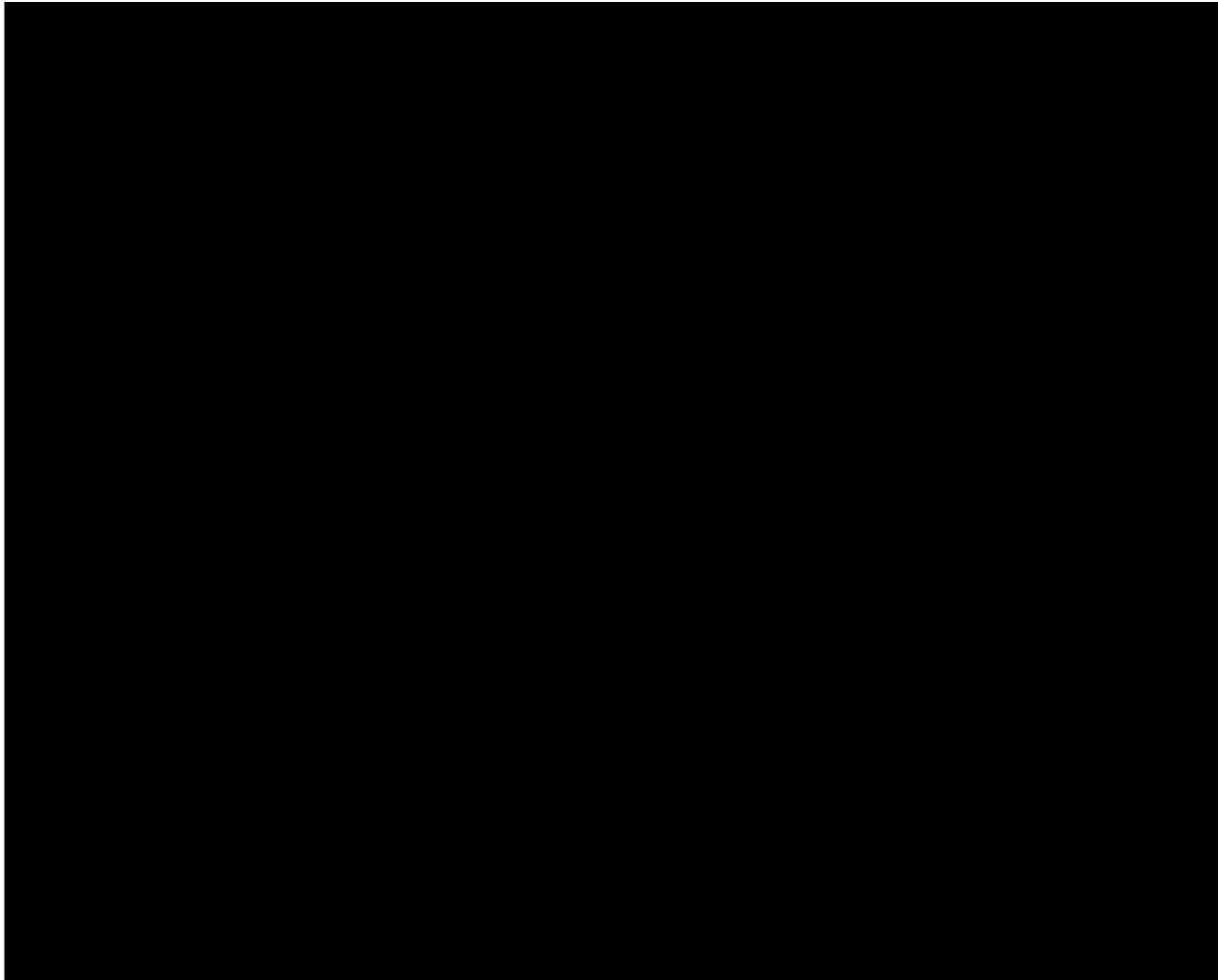
- As a reminder, as per the Program Coordinator Tipping Policy, Program Coordinators are required to reference the Spec Sheet sent by the Event Planner (Eleanor Daniels) to see what parking arrangements have been setup for the team vehicle. (For example: complimentary self park, etc.)
- Trump U Team Members may utilize the Avis EZPass that comes with some of the Avis vehicles for tolls to be billed directly to Trump University. TU will pay the administrative fee involved. Program Coordinators are responsible for double checking that the administrative fee is only billed for the days that the Avis EZPass is physically utilized.

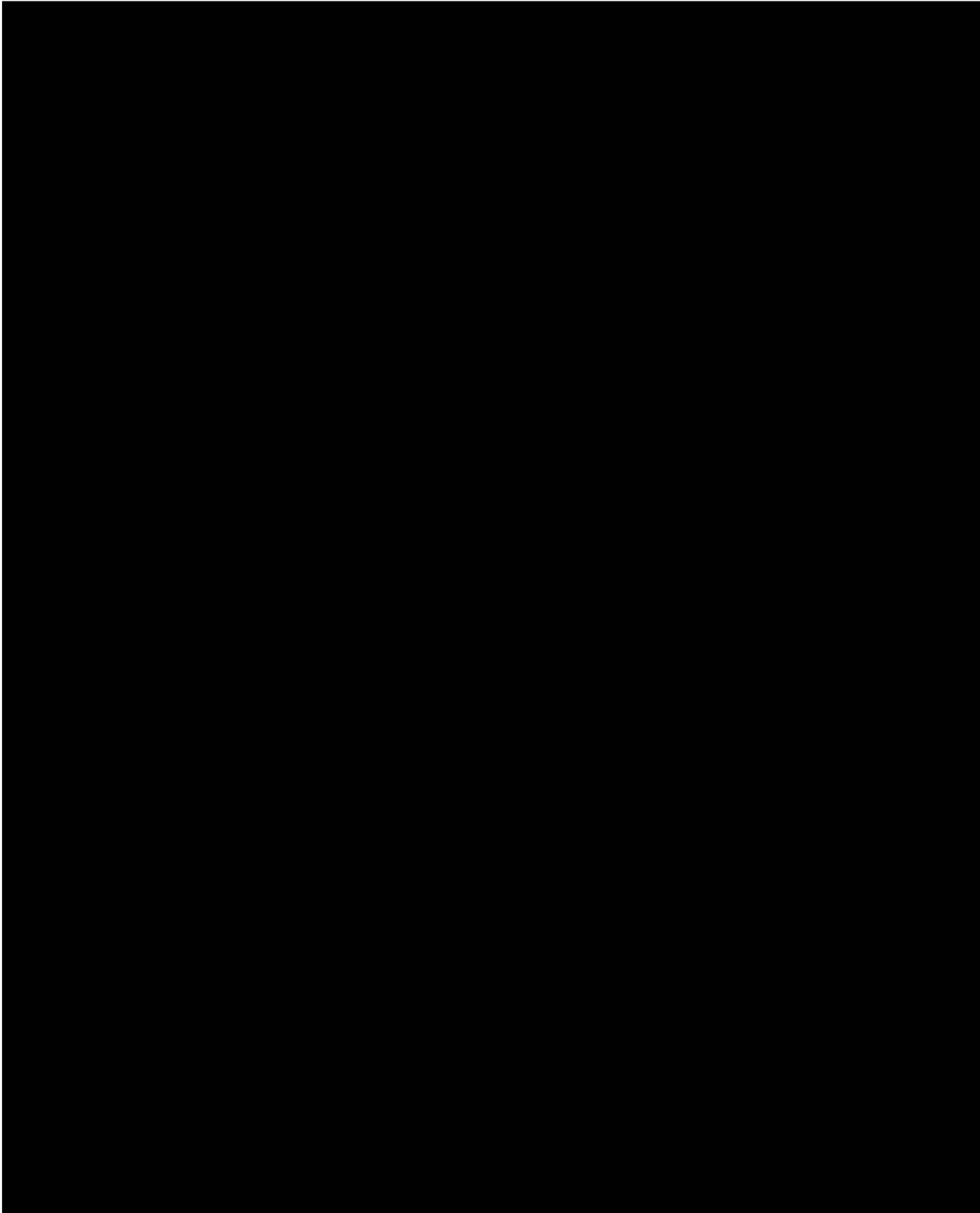
#### RETURNING THE RENTAL CAR

- In the case that a Trump U Team Member does not choose the prepaid gas option and returns the car without a full tank of gas, the charges will be deducted from the Team Member's next expense check.
- All Team Members are responsible for obtaining either an electronic or paper receipt in order to review charges and be sure that the charges posted are correct. If they are not correct, the Team Member is responsible for working out the incorrect charges with Avis. Trump U Team Members will be held personally responsible for any additional days that the car is rented for outside of the day before and day after the event, in addition to gas other than the prepaid option.

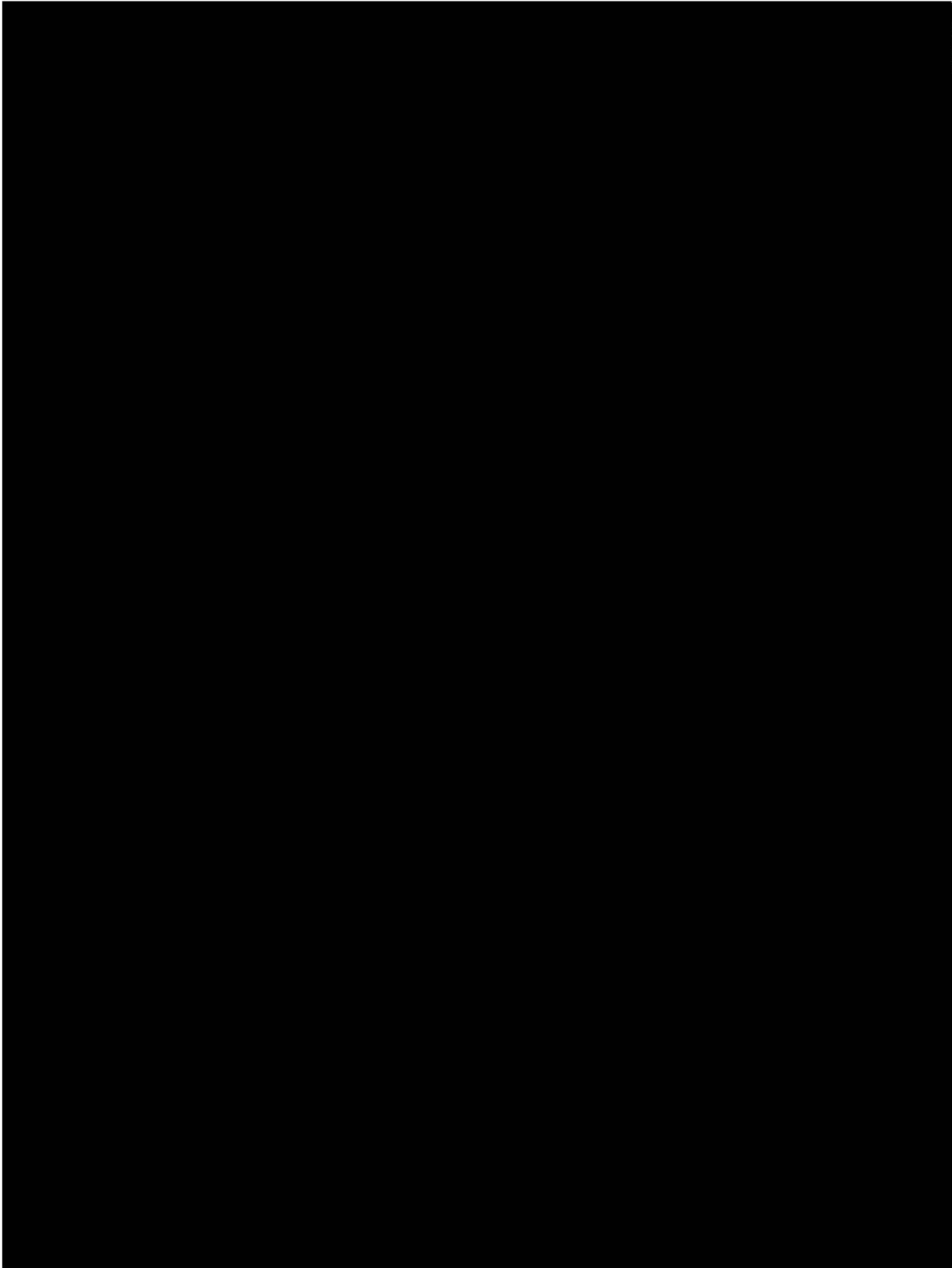
#### EXTENUATING CIRCUMSTANCES

- In the case that there are any extenuating circumstances relevant to any of the above, they must be immediately communicated to the Live Events Coordinator (Denise Ong).





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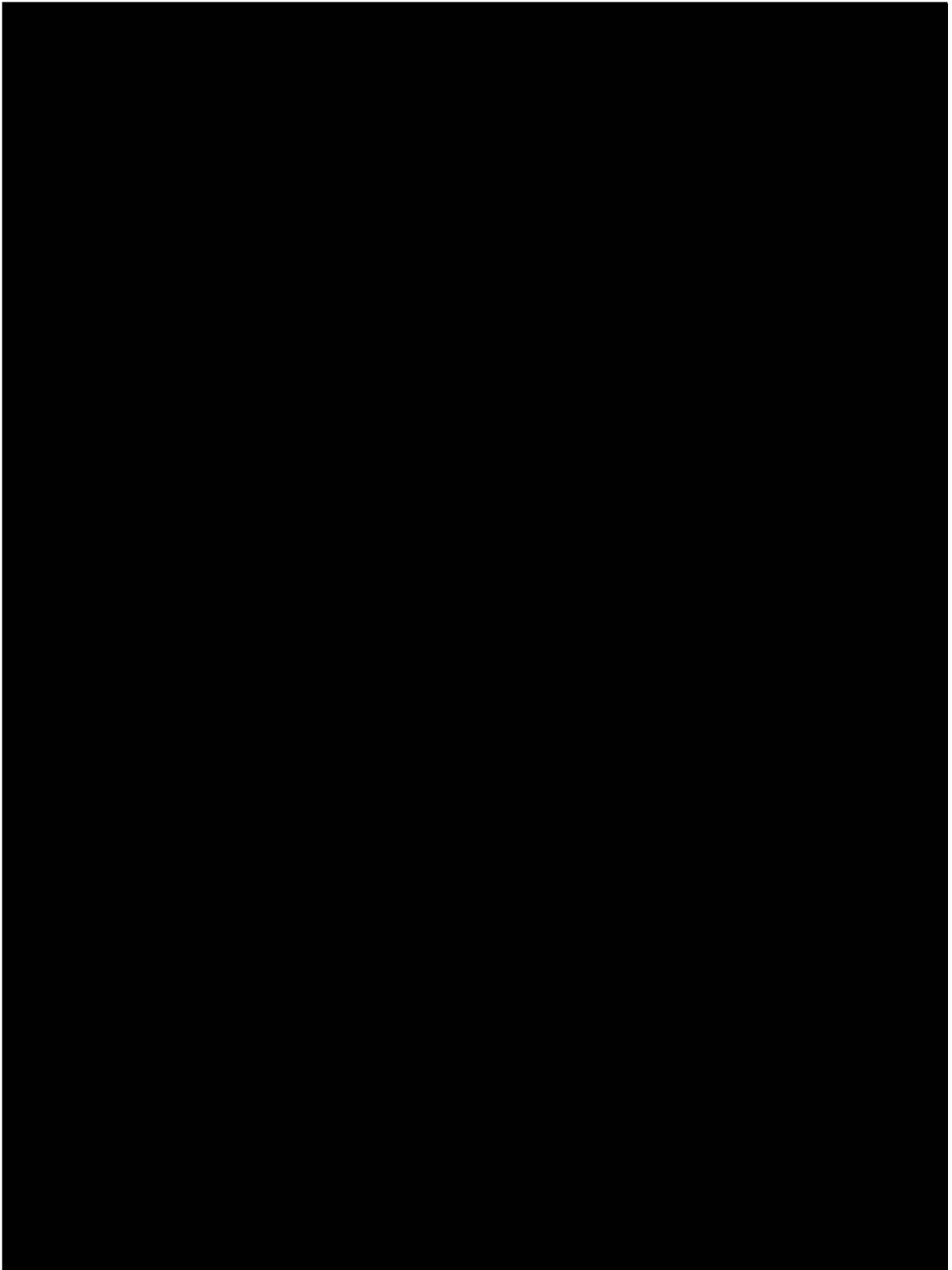


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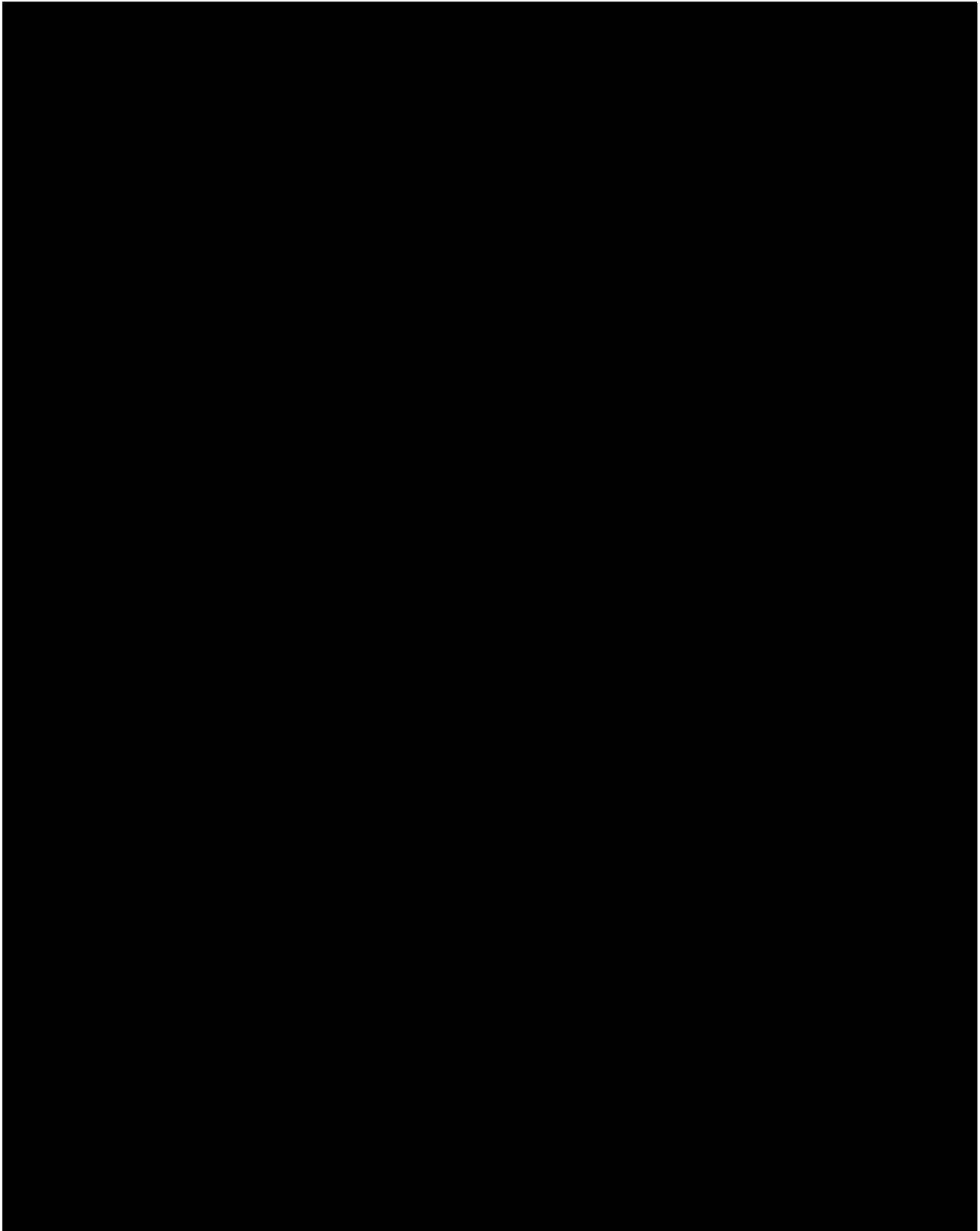
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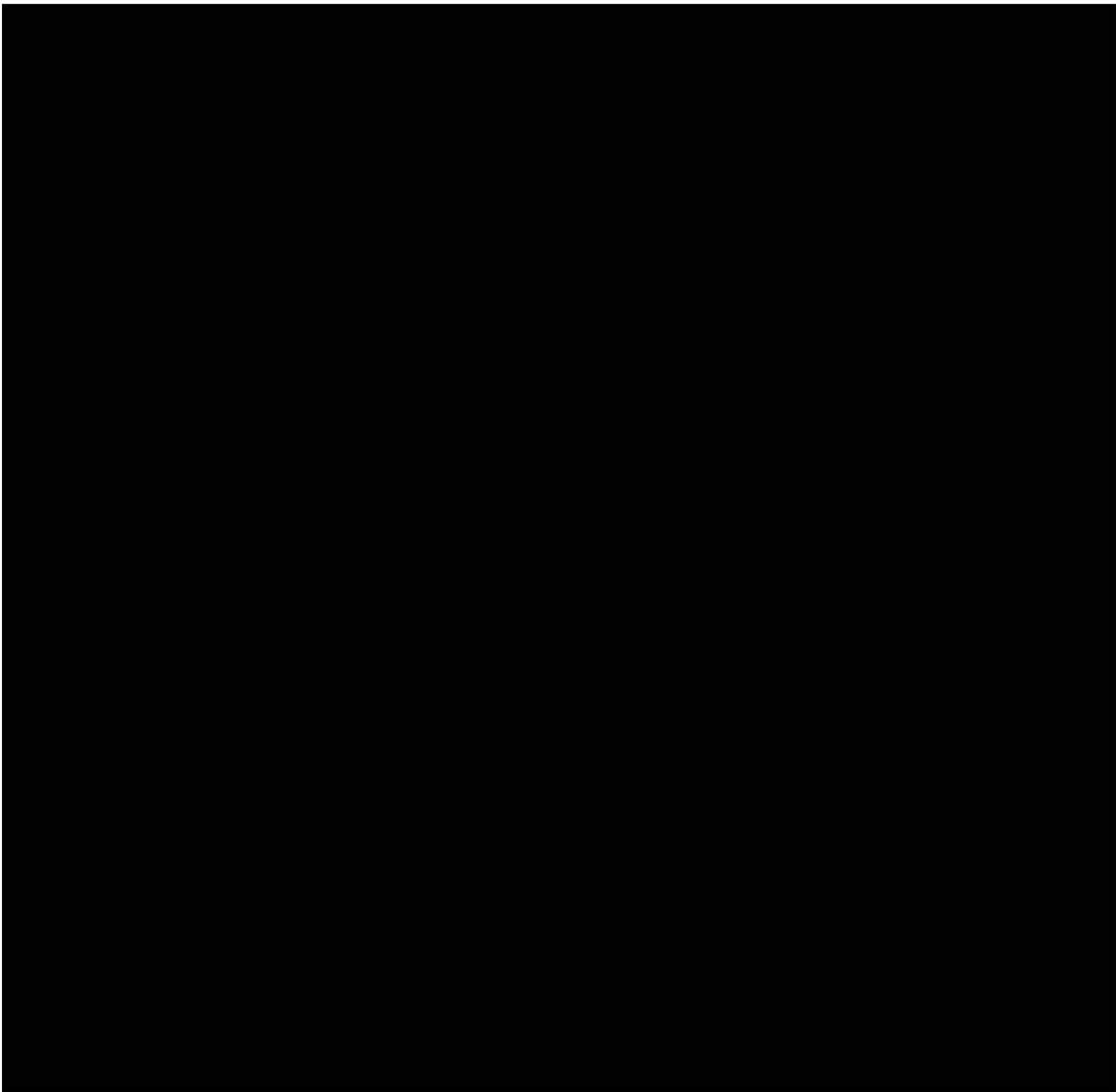


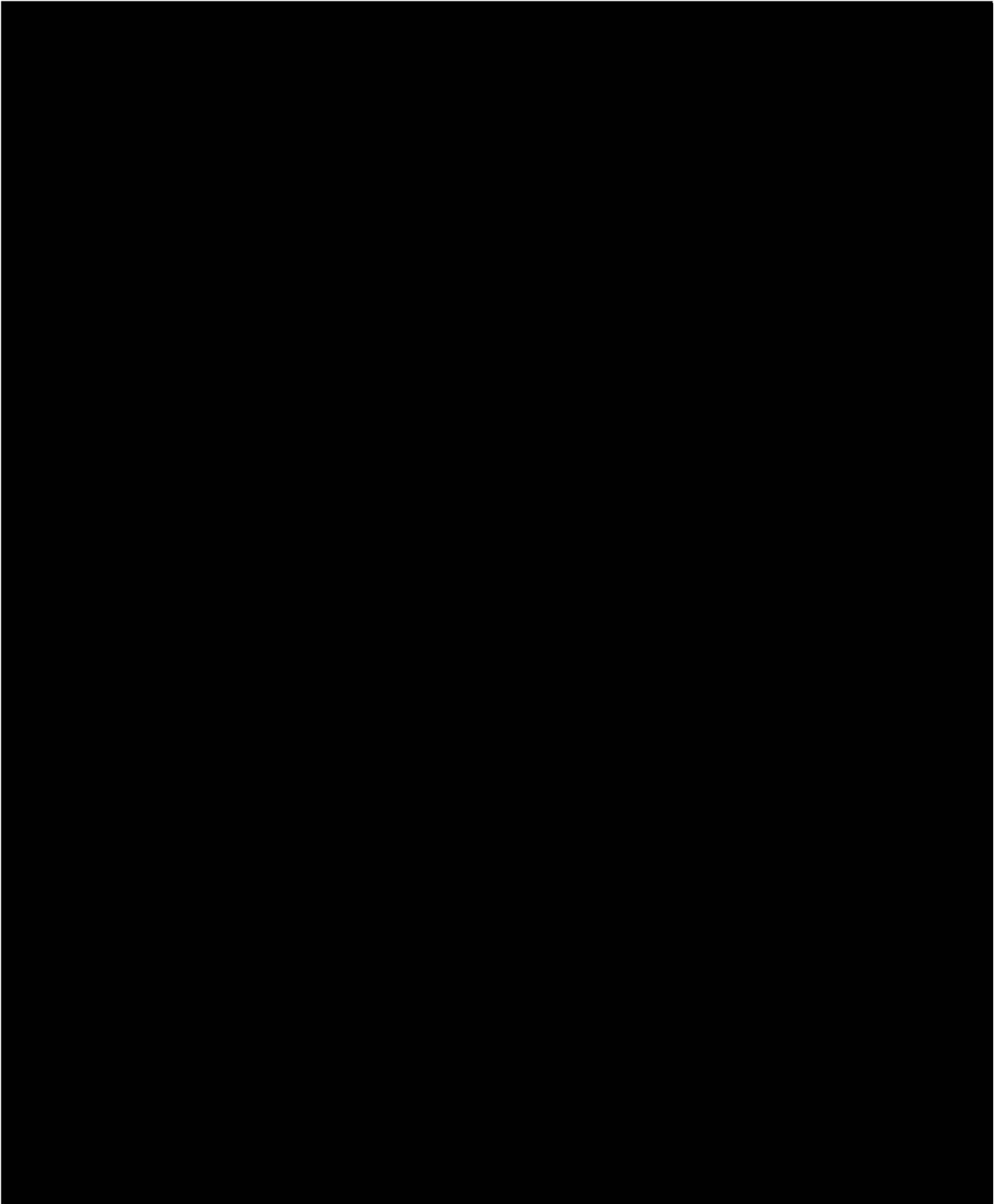


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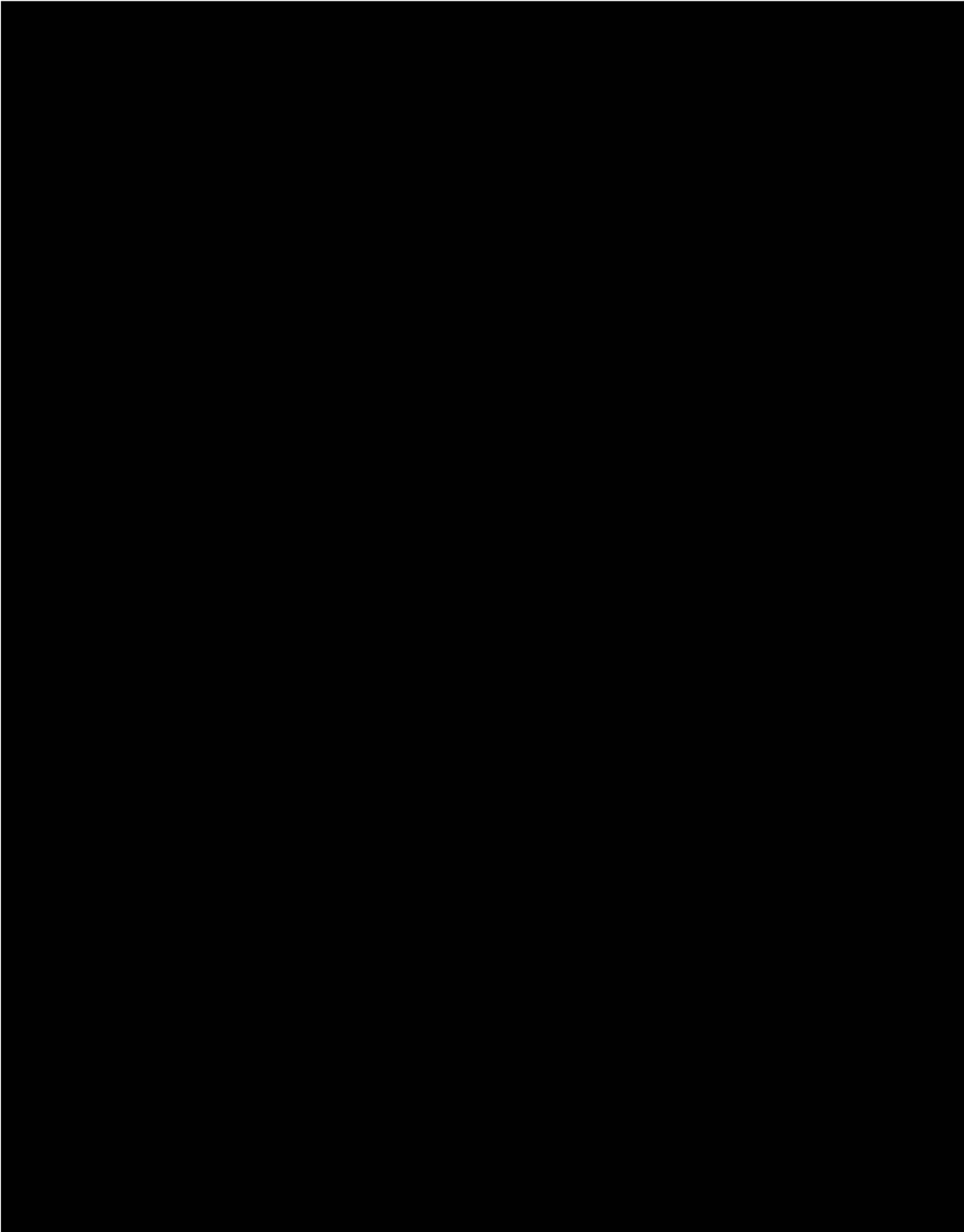


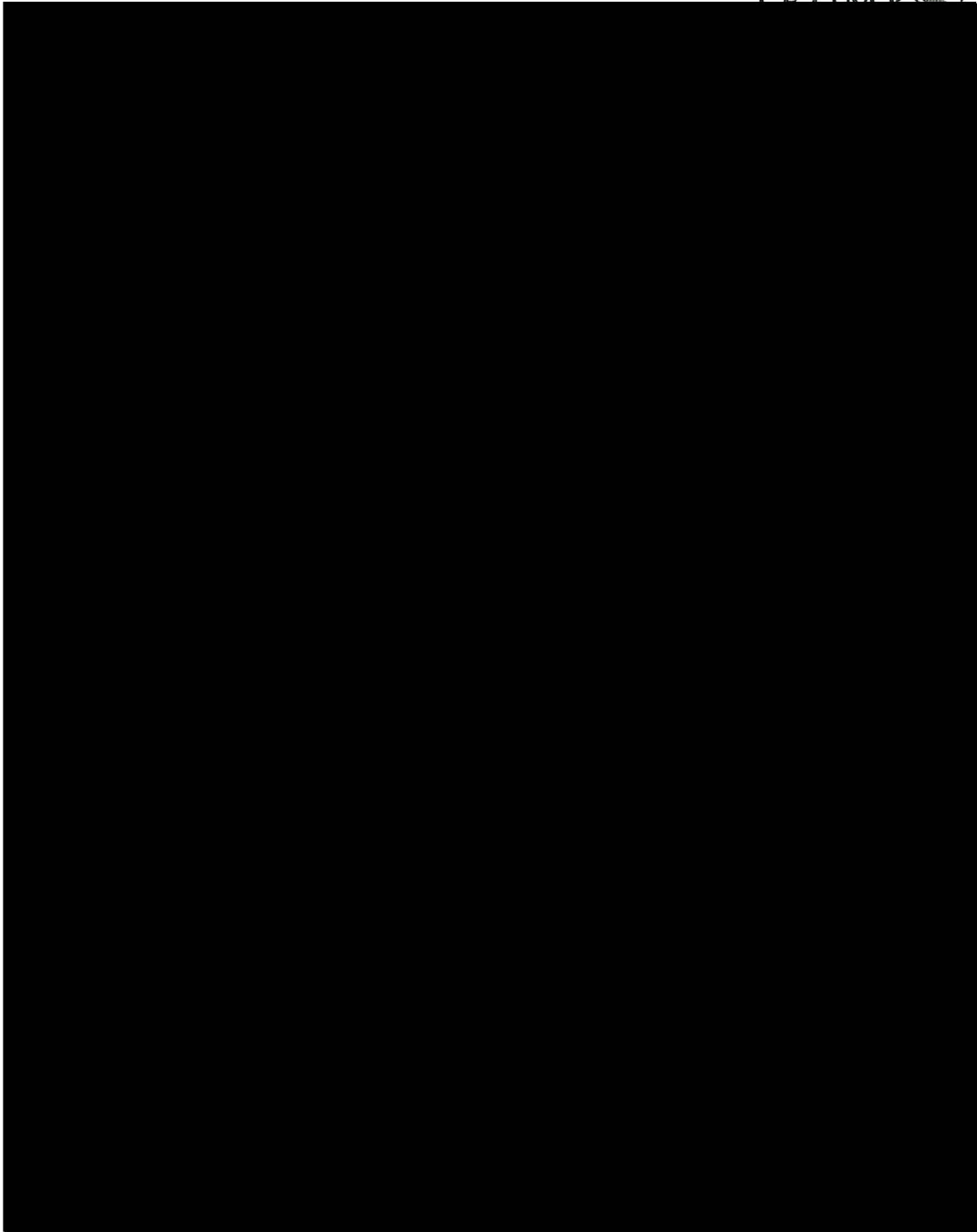
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Oak Brook, IL 60523  
630-850-5555

**Distances from PREI-Orientation events**

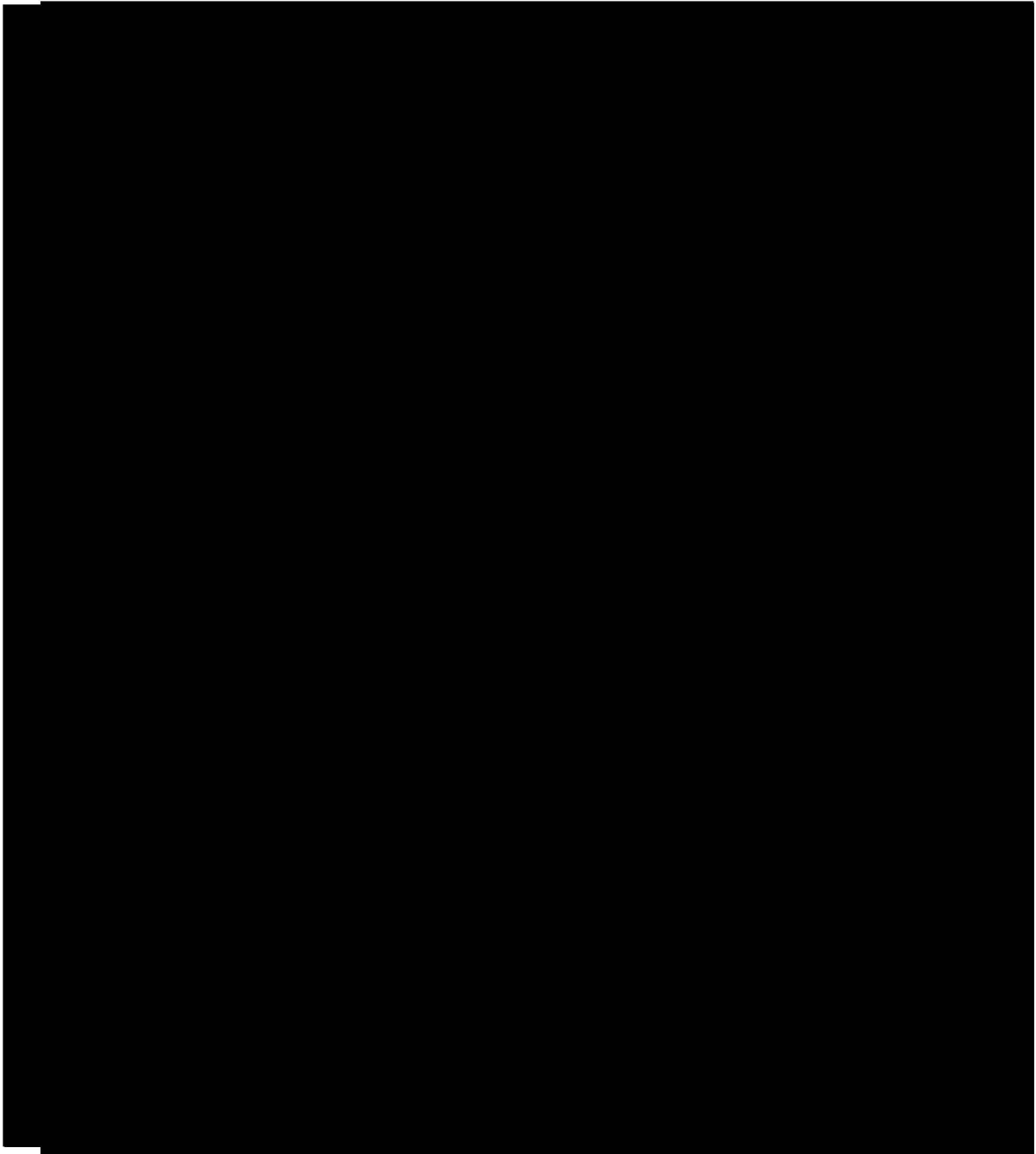
	Mileage and Travel Time
Chicago Marriott Oak Brook	2.5 miles – 6 minutes
Renaissance Schaumburg Hotel & Convention Center	21.9 miles – 33 minutes
Hilton Oak Lawn Hotel	20.2 miles – 29 minutes
Renaissance Schaumburg Hotel & Convention Center	21.9 miles – 33 minutes

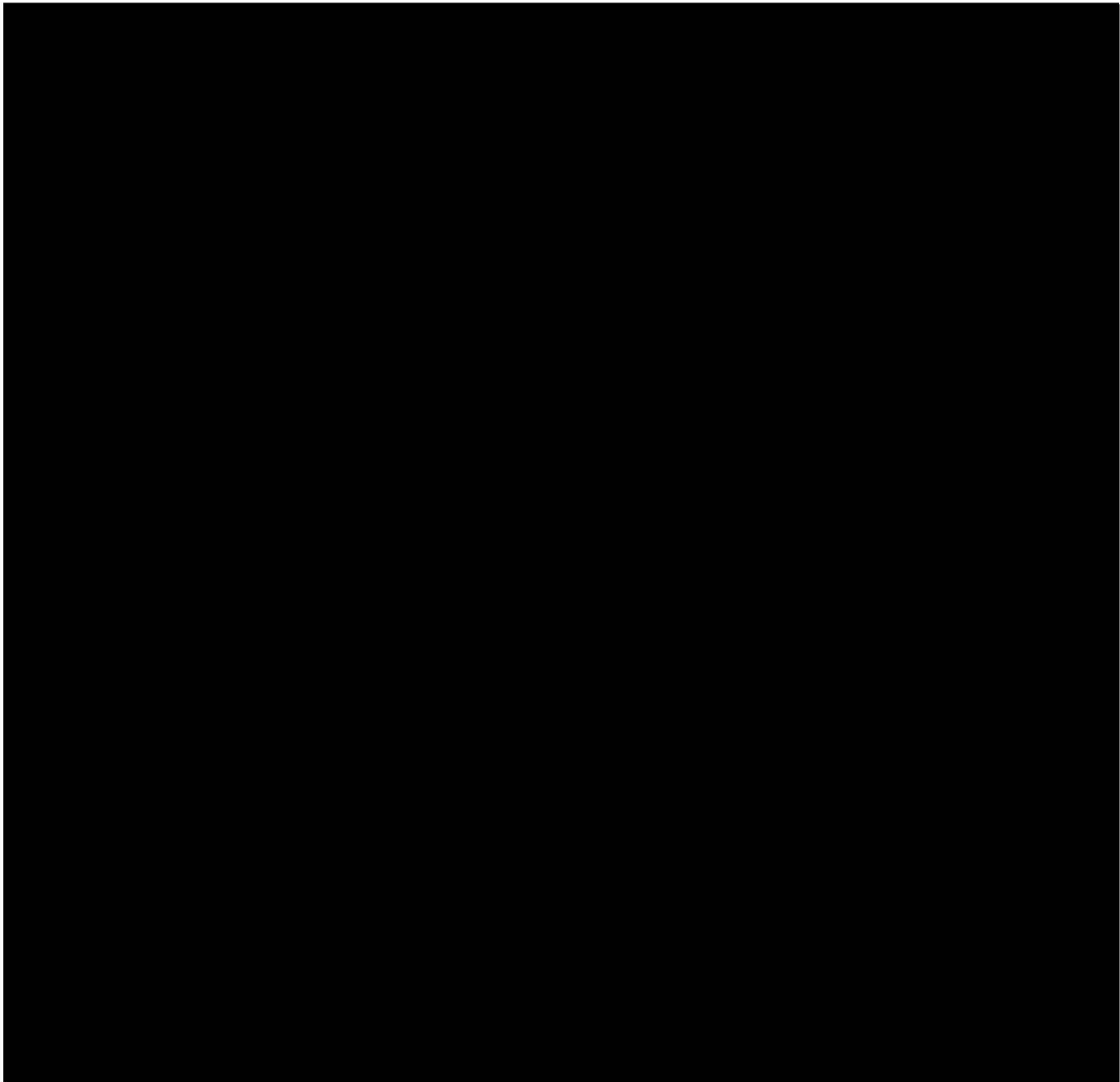


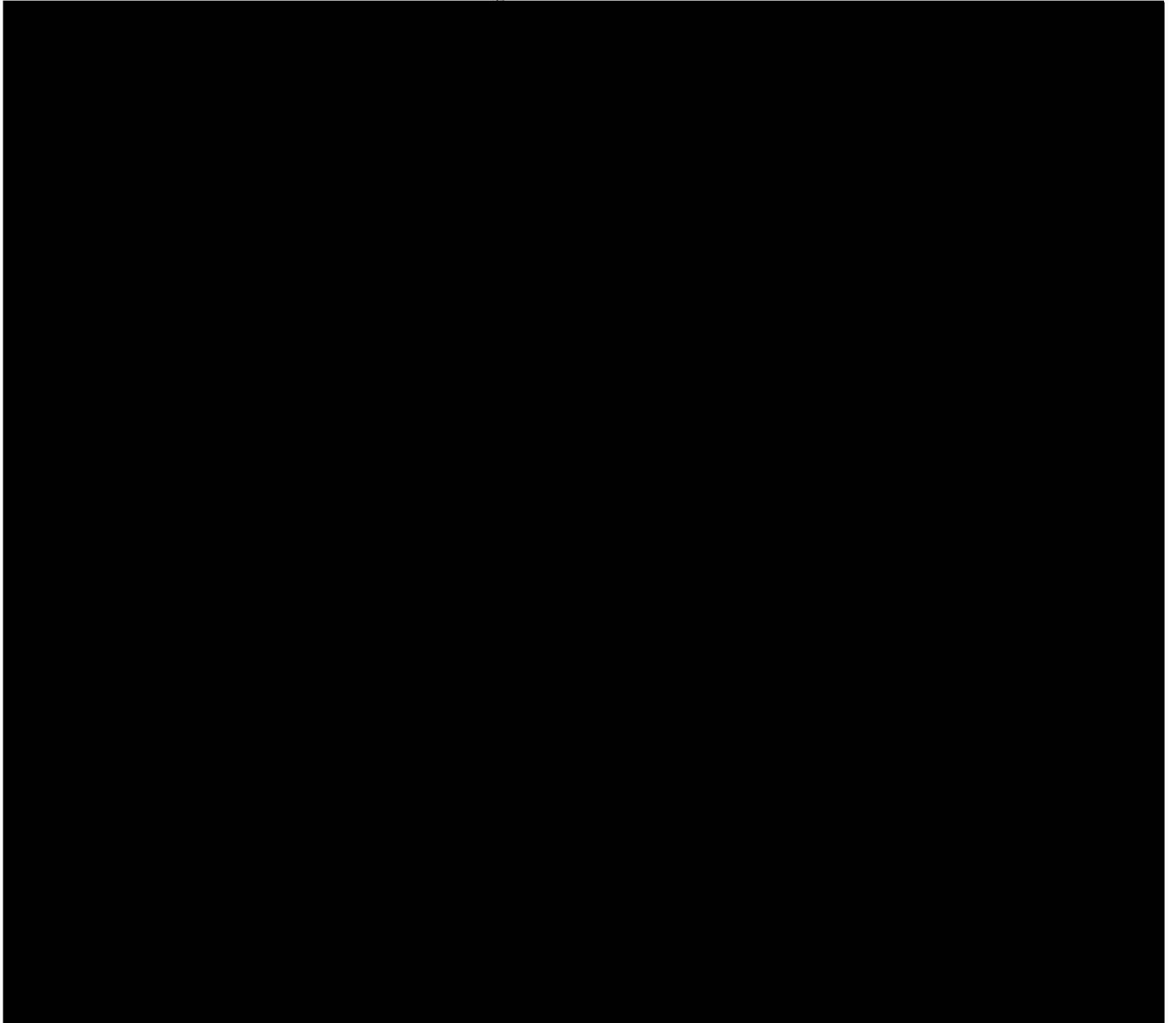


Venue	Omni Corpus Christi	Holiday Inn Sun Spree Resort
Event Date	Monday, December 7	Tuesday, December 8
Event Time(s)	1 PM - 3 PM / 7 PM - 9 PM	1 PM - 3 PM / 7 PM - 9 PM
Meeting Room Name	Riviera 1 and 2	Marlin Ballroom
Square Footage of Meeting Room	2400 sq ft	2100 sq ft
Ceiling Height	12 ft	16 ft
Obstructions (Pillars, etc.)	NONE	1 Pillar in the center
Onsite Banquet Captain for Event Day? (NAME)	Sylvia Maynard	Shelley Mitchell
Audio Visual Onsite for Event Day (NAME)	RJ Long	Roger
Received Diagram (YES/NO)	YES	YES
Parking Fee	\$7 daily for event attendees	Complimentary parking for event attendees
Parking Fee Waived for Staff	1 Complimentary Parking pass for TU onsite	Complimentary parking for event attendees
In Coming Boxes	Boxes will be sent to hotel: ATT Guest/Susan Morrison/Trump University	Boxes will be sent to hotel: ATT Guest/Susan Morrison/Trump University
Who to be Notified of Boxes To Ship Out? (NAME)	Steve Piele	Shelley Mitchell
Projection Type (FRONT OR REAR)	FRONT	The projector is attached to wall for front projection as shown to you on diagram sent via email.
State Flag, US Flag & Plants Available (YES/NO)	YES (FLAGS - PLANTS IF AVAILABLE)	YES (US FLAGSONLY)
Pens & Pads In Room Confirmed	YES	YES
Water Station Set Outside Confirmed	YES	YES
Fire Drills or extenuating circumstances scheduled on event date?	NONE	NONE
Meeting Room To Be Completely Set By	10:00 AM	10:00 AM
Who should we talk to for Zero Out Balance (NAME)	Steve Piele	12/07/09 BY 5PM
Please indicate how our final bill will be paid - CC or Direct Bill	CC - Bay Front Tower - \$ 107.00	CC
Sleeping Rooms Confirmed (room and tax to master)	\$0.00	N/A
Final Number/ Room To Be Set For - Guarantee	50	40
Booking Contact	Steve Piele	Shelly Mitchell
CSM Email	<a href="mailto:spiele@omnihotels.com">spiele@omnihotels.com</a>	<a href="mailto:beachhotelsnorthpadre@yahoo.com">beachhotelsnorthpadre@yahoo.com</a>











#### DISRUPTIVE STUDENT PROCEDURE

IN THE CASE THAT A STUDENT GETS OUT OF HAND DURING CLASS TIME, A TRUMP U TEAM MEMBER SHOULD IMMEDIATELY CALL APRIL NEUMANN: 646.367.3802/917.692.8312 AND PRESENT THE PROBLEM. UPON THE RESULT OF THE CONVERSATION, THE TEAM MAY BE INSTRUCTED TO FOLLOW THE STEPS BELOW:

1. Quietly ask the student to speak with him/her outside the meeting room, taking care to keep tones friendly as to not disrupt the remainder of the class.
1. Explain the issue to the student outside of the meeting room and evaluate whether or not the student is able to sit through the rest of the class (willingly) without disrupting the other students.
2. In the case that the student is not fit to return to class, the team member will take the course of action that he/she was instructed to take in speaking with April Neumann.
4. The staff member that dealt with the disruptive student must email a detailed report of the occurrence to [aneumann@trumpuniversity.com](mailto:aneumann@trumpuniversity.com) as soon as possible.



### 3 DAY TRAINING PHOTO PROCEDURE

STUDENT PHOTOS WILL BE TAKEN AT ALL TRUMP UNIVERSITY 3-DAY FULFILLMENTS, TO BE USED FOR ONE-ON-ONE AND COMPLIANCE PURPOSES. ALL PHOTOS WILL BE SENT TO THE OFFICE VIA YOUSENDIT.COM WITHIN 48 HOURS OF THE CULMINATION OF THE FULFILLMENT EVENT.

*Note: If at any time a student refuses to have their picture taken, the Program Coordinator will utilize a picture of the Trump Logo and write the student's name on the photo.*

PHOTOS SHOULD BE TAKEN IN THE FOLLOWING MANNER:

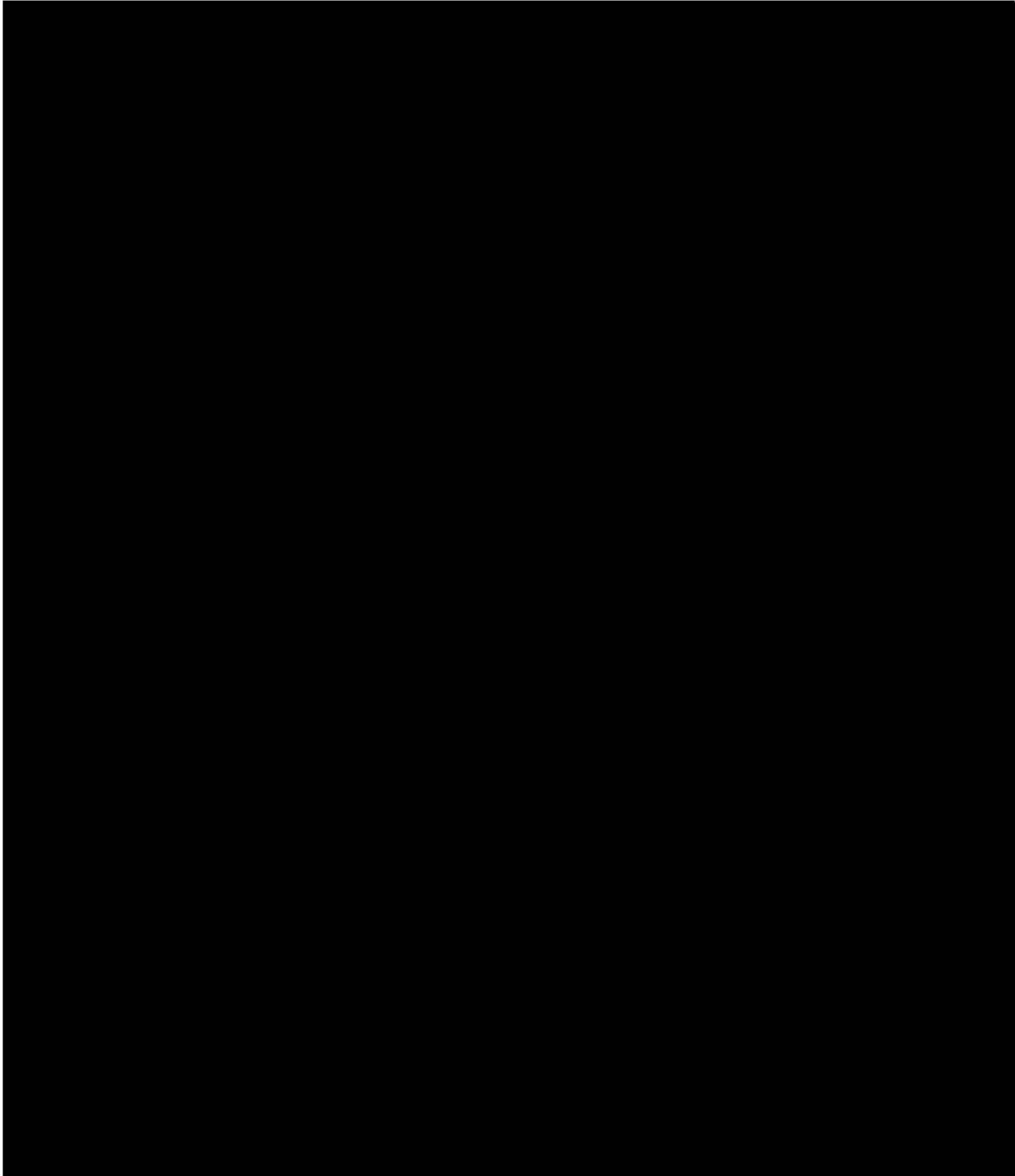
- Students attending three day trainings will have their photo taken at registration by the designated staff photographer. Students must wear their name tags in their photos so that the student's name is clearly posted in the picture.

PHOTOS SHOULD BE UTILIZED IN THE FOLLOWING MANNER:

- Each student's photo will be printed in a 4x6 size and used on photo boards that are utilized to display the various Success Teams at an event. The photos are then taken down, and attached to each attendee's Student Profile Sheet at the end of Day 1 when they are handing in to the team.

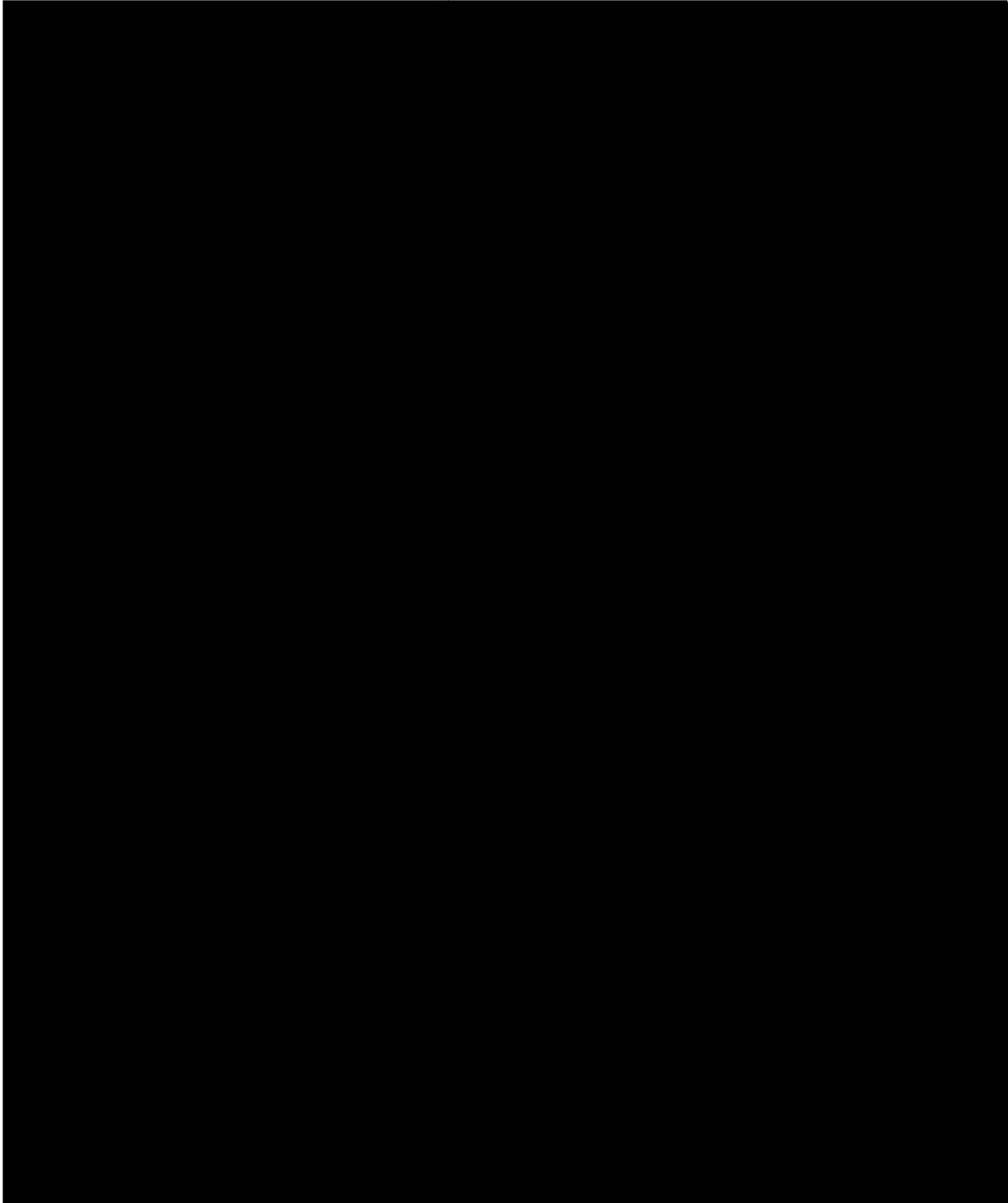
PHOTOS WILL BE FILED IN THE FOLLOWING MANNER:

- All student photos from each event will be compressed into a "Student Photo" file, and uploaded via YouSendIt.Com and sent to [dong@trumpuniversity.com](mailto:dong@trumpuniversity.com) and [aneumann@trumpuniversity.com](mailto:aneumann@trumpuniversity.com), so that they can be downloaded onto the shared server.
- Upon receipt, the photo file will be labeled appropriately and placed in the folder marked "Student Photos." Denise will create a folder labeled with the event code within the "Student Photos" folder so that it may be easily referenced by Brad or Lilly in the instance of a chargeback.
- \*Program Coordinators are responsible for labeling any photos of students whose name badge cannot be clearly read, before compressing and sending to the office.

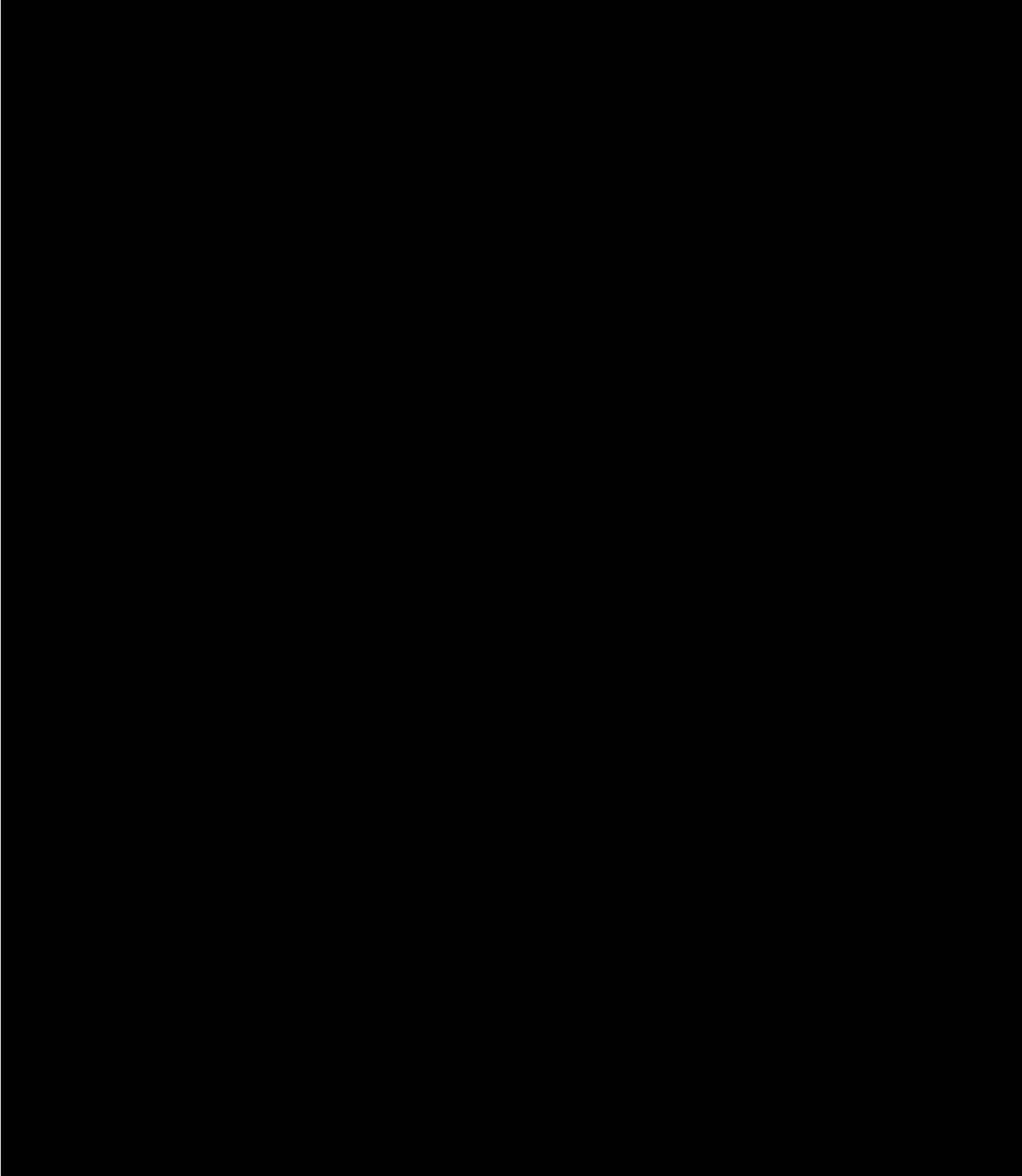


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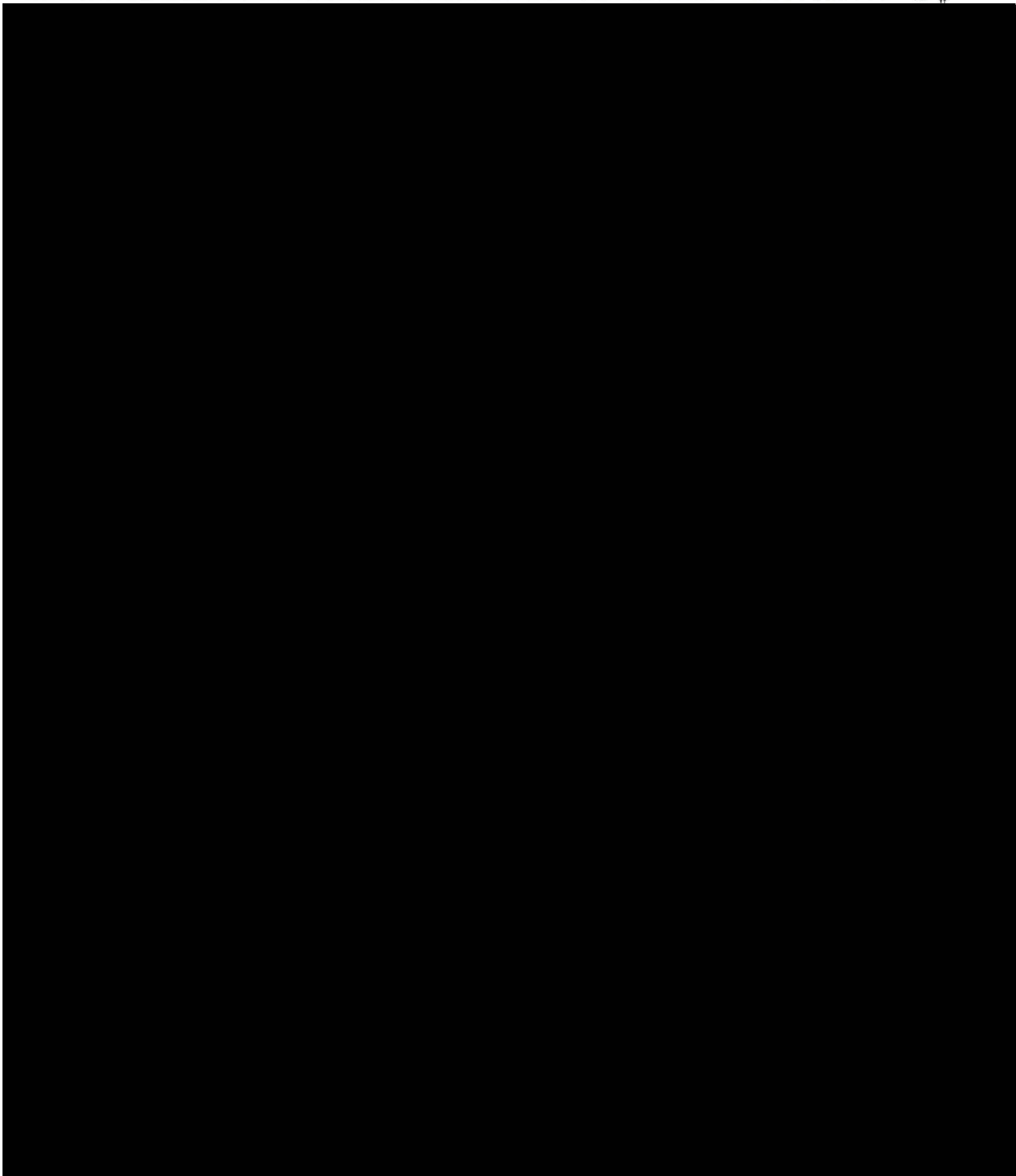
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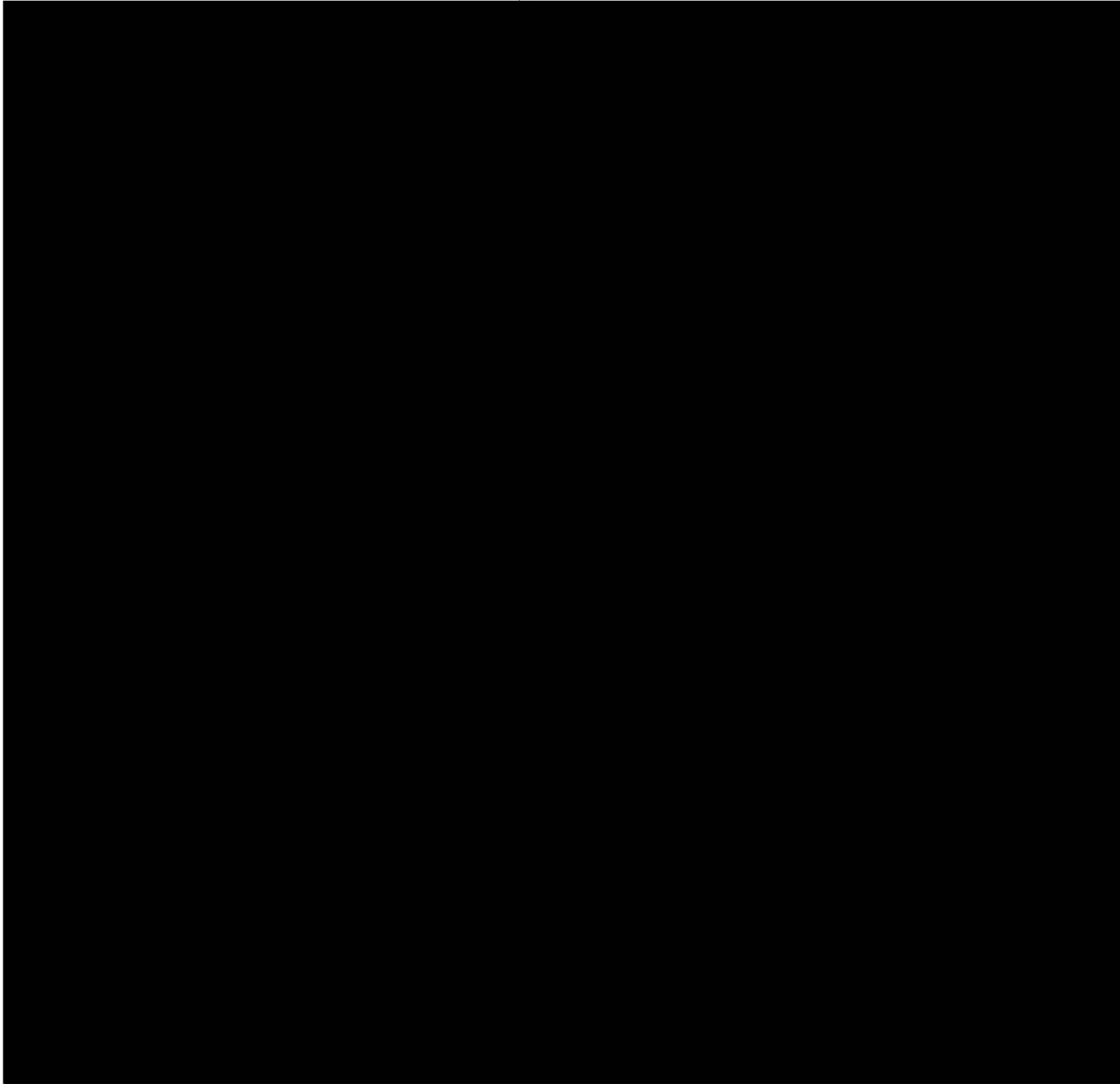


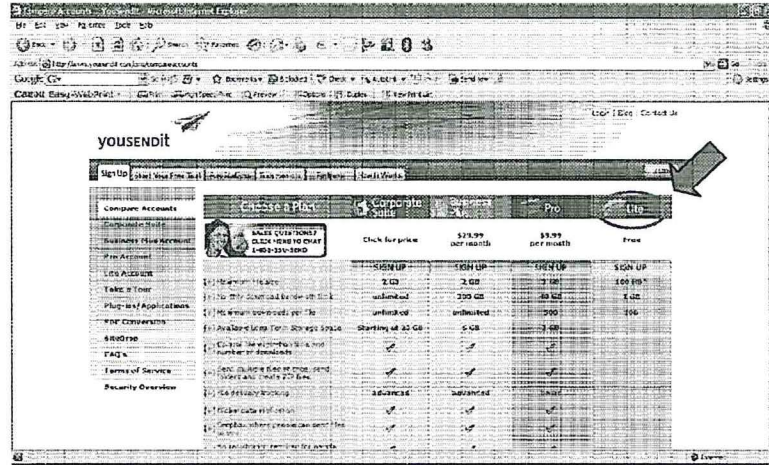
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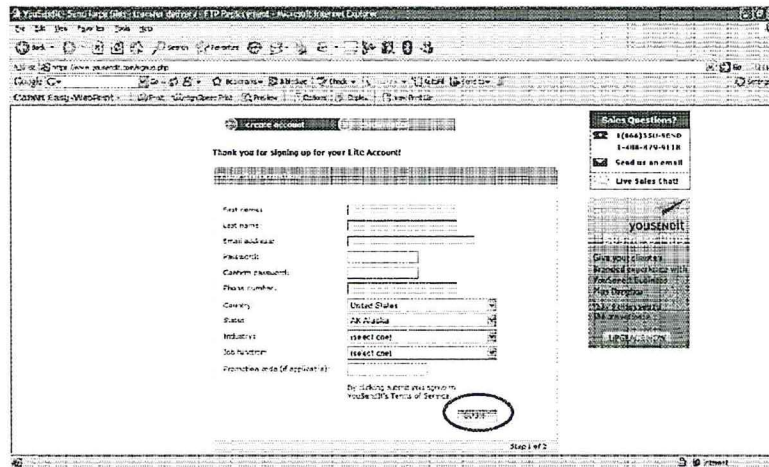




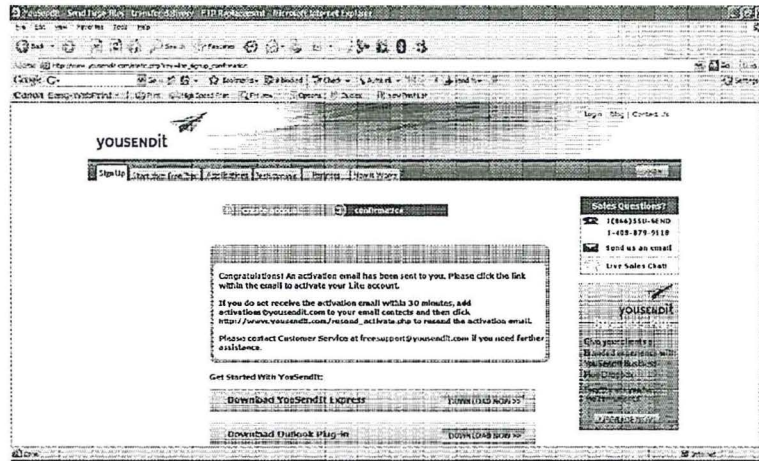




•The below screen will populate. Enter all personal information and be sure to record your user name and password so that you can reference it each time you log in to your You Send It account. Click "Submit."

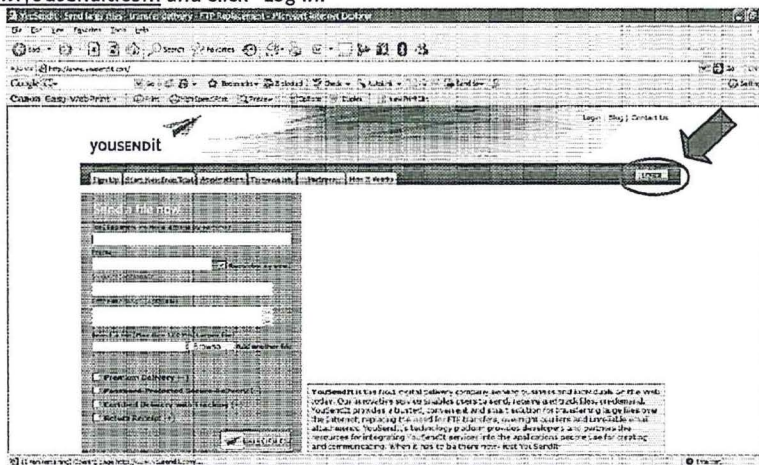


•You will get the following message, once your account has been created. Look for an email to be sent to the email address that you listed with further details.

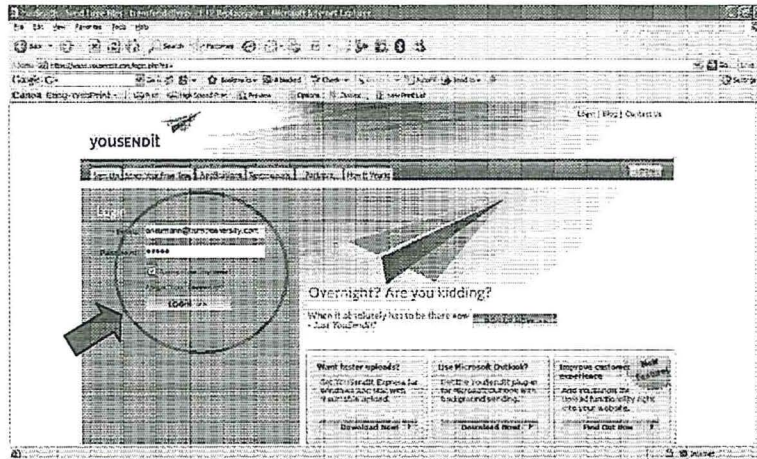


**TO LOG IN AND SEND FILES**

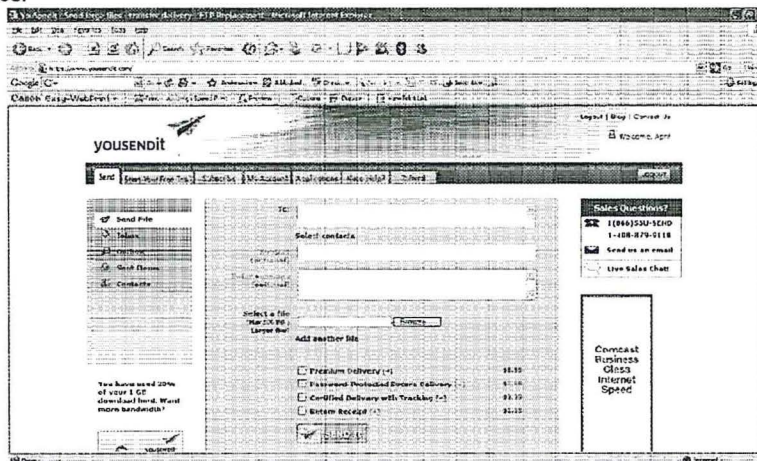
- Go to [www.yousendit.com](http://www.yousendit.com) and click "Log In."



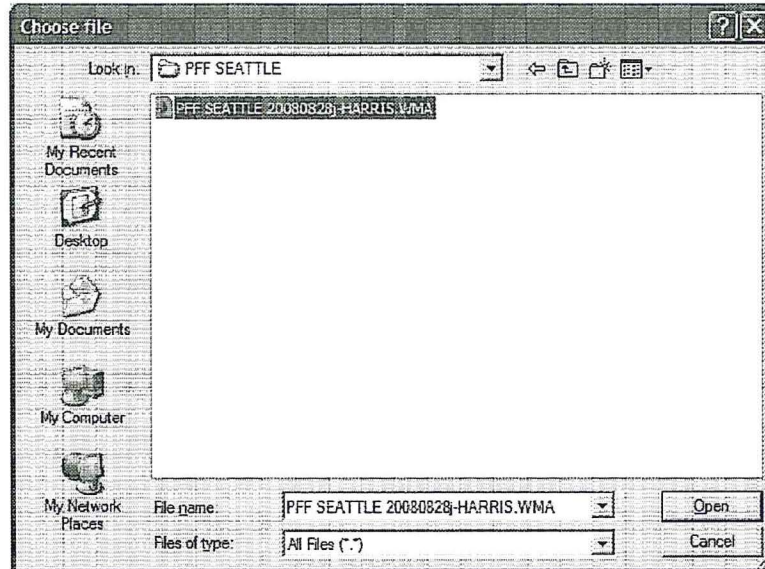
- Enter your email address and password from when you created your account. Click the "Remember my email" button, and then click "Log In."



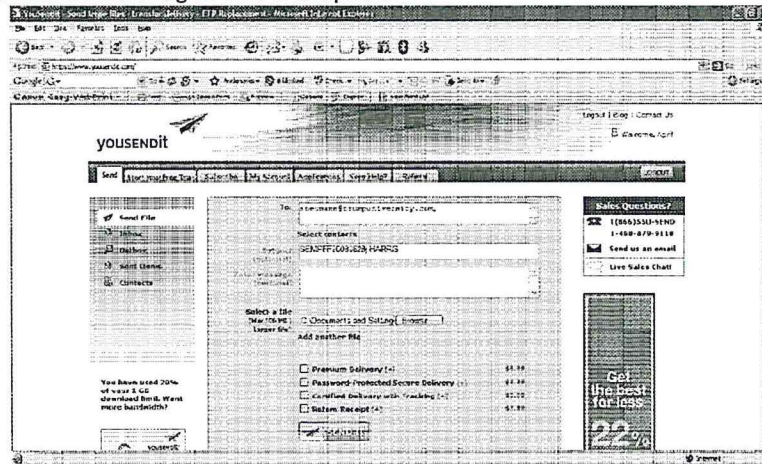
- Enter the email address of the person that you are sending the recording to. The subject line will be the same name that you named the recording, as per the TU Recording Procedure. To attach the file, click "Browse."



- Locate the recording that you are looking to send and double click.



•Click “Send It” and wait for recording to upload. This may take a few minutes. You will receive email verification once the recording transfer is completed.





**EXPENSES & PAYMENT**

DEADLINE	<ul style="list-style-type: none"> <li>•In order to be reimbursed, all expense reports MUST be received within 30 days of the corresponding event.</li> </ul>
TIMELINE	<ul style="list-style-type: none"> <li>•Payments for expense forms received by the 6th of the month will be mailed by the 15th of the month.</li> <li>•Payments for expense forms received by the 22nd of the month will be mailed by the last day of the month.</li> <li>•All expense checks will be mailed on the 15th of the month and on the last day of the month.</li> </ul>
SUBMITTAL	<ul style="list-style-type: none"> <li>•All expense forms must be inclusive of original receipts, and mailed to Trump University 40 Wall Street 32nd Floor New York NY 10005 Attn: Accounts Payable.</li> <li>•The corresponding event code must be on each Expense Report Form. This code can be found on the itinerary that is sent to the team before each event.</li> <li>•Each event warrants its own Expense Report Form. Expense Report Forms utilized for more than one event will not be processed.</li> <li>•All receipts are to be originals and are to be taped to an additional page and stapled to the Expense Report Form.</li> </ul>
EXPENSES INCURRED	MILEAGE
	<ul style="list-style-type: none"> <li>•If a personal vehicle is utilized for travel, mileage incurred will be reimbursed.</li> <li>•The team member submitting will be responsible for attaching a mapquest.com detailed direction summary matching the total mileage being expensed.</li> <li>•Mileage will be reimbursed using the standard IRS mileage rate.</li> </ul>
	RENTAL CARS
	<ul style="list-style-type: none"> <li>•Rental cars may not be expensed unless prior approval has been granted.</li> </ul>
	HOTEL CHARGES
	<ul style="list-style-type: none"> <li>•Trump University will pay for hotel room and tax only. All upgrades, unauthorized hotel moves, and incidental charges are at the expense of the traveler.</li> </ul>
	TIPS
<ul style="list-style-type: none"> <li>•Tip monies are not given in advance.</li> <li>•Tip monies dispensed may be submitted with an itemized description on the Expense Report Form. <i>(See Tipping Policy in Program Coordinator Section)</i></li> </ul>	

	TRAVEL DAY PER DIEM
	<ul style="list-style-type: none"> <li>•Any coordinator traveling over 1,300 miles on a day that is not an event day will receive half of their usual event per diem rate, once billed.</li> <li>•All travel day per diems claimed must be accompanied by a detailed report of mileage traveled from <a href="http://www.airtimetable.com">www.airtimetable.com</a> in order to receive reimbursement.</li> </ul>
INQUIRIES	•Expense inquiries should be directed to <a href="mailto:payables@trumpuniversity.com">payables@trumpuniversity.com</a> , phone: (646) 810-7346, or fax (503) 217-7928.

COMPENSATION SCHEDULE FOR LIVE EVENTS TEAM	
TIMELINE	<ul style="list-style-type: none"> <li>•Compensation for events concluded by the 6th of the month will be mailed by the 15th of the month.</li> <li>•Compensation for events concluded by the 22nd of the month will be mailed by the last day of the month.</li> </ul>
CHECKS MAILED	•All compensation checks will be mailed on the 15th of the month and the last day of the month.
INQUIRIES	•Payment inquiries should be directed to <a href="mailto:payables@trumpuniversity.com">payables@trumpuniversity.com</a> , phone (646) 810.7346, or fax (503) 217.7928.





**SALES PLAYBOOK**

T A B L E O F C O N T E N T S

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INTRODUCTION

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*"Anticipate change and embrace it; change can affect the entire picture. Recognize new developments you can capitalize on, profit from and use to open new doors"*

- Donald J. Trump

There are a variety of models used to develop a selling strategy. The common factor of all sales strategies is the most well-known model, the AIDA model:

Attention/Interest/Desire/Action.

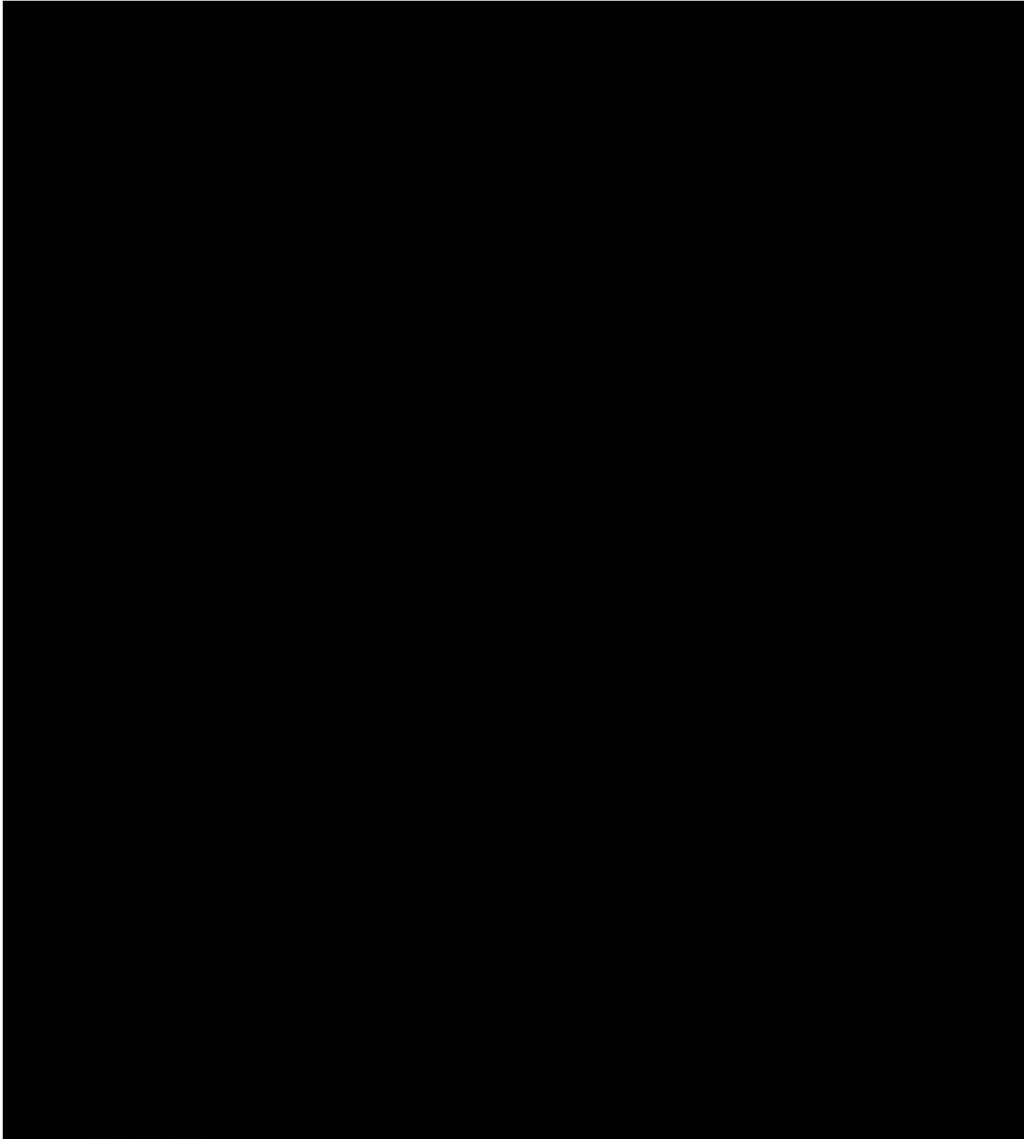
- **Attention:** Engage the potential customer so that they will want to talk. This can be done by identifying a need the customer has or an opportunity in which they are interested.
- **Interest:** Continue the discussion with the potential customer so that they will come to understand that you have a viable solution for their need.
- **Desire:** Persuade the potential customer that your solution to their need is the best opportunity available.
- **Action:** Ask for the enrollment – go for the "close."
- 

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What We Say:

**Master The Art Of Persuasion:**

- The most persuasive words in the English language according to a study by the Psychology Department of Yale University are: You, New, Money, Easy, Discovery, Free, Results, Health, Save, Proven, Guarantee, and Love. They share three characteristics: they are simple, familiar and dramatic.

The words “I noticed” have a powerful subconscious effect on people because they send a subliminal message to them that they stood out in the crowd, that they are attractive or charismatic or that they impressed you. It sends a message to the person that you have interest in them. People love recognition and attention.

- Examples:
  - You: “I noticed when the speaker talked about results..... you really seemed to identify/took a lot of notes/had a question he could not get to/thought that was powerful.”
  - You: “I noticed that when the speaker asked if the training was worth the investment (money), you had your hand up, so I wanted to make sure that I do what I can to help you take advantage of it/make sure you don’t miss out/get you earning money with us.”

**Be Deliberate:**

- Be deliberate and conscious when communicating to potential students. Remember that we have time to think and plan and develop questions and commands that lead people into a flow that they must deal with and respond to. Without a game plan you are required to respond to them and do much more thinking on your feet. Remember that we need to stay on “offense.”

**Sales Wisdoms:**

- You won't sell anything until you get rapport with the other person. Rapport is a state of emotional bonding, where they are aligned with you and vice versa. When you move, if you are in rapport, they will move too.
- Customers don't have needs—they have problems.
- A lot of sales training and books tell you about the importance of selling to customer needs. Although this is basically true, customers don't sit down and think, “I've got a need.” Instead, they experience problems and seek solutions to them.
- The customer has to perceive the problem, of course. You may perceive the problem, but if the customer doesn't, then there's no way they can bite the solution line.
- So the sales job is about finding, eliciting and solving these problems. Where understanding of needs does come in useful here is that problems appear when needs are not met. But when you talk to customers, it usually works best if the subject is problems.
- Urgency is proportional to pain. Problems are like health. The more a problem hurts now, the more the need for a solution now. And the more it hurts, the more they'll be prepared to pay for a speedy solution. It's got to hurt enough!
- The operation of resolving the pain is itself a painful process, so if the pain is below this threshold, the patient will prefer to continue to suffer than accept any treatment.
- Research has shown that most people will seek a solution when they have three problems. About a quarter seek solutions earlier, and another quarter seek solutions later.
- You don't sell products, benefits or solutions--you sell feelings.
- Sales used to be about selling products. But a sole focus on products leads to objections, so sales moved to selling benefits. Better again, the focus turned to understanding the underlying problem to be solved, but this is still not the whole story.
- When we make any decision, including the 'buy' decision, we do so by an emotional process. It may not seem that way, and there may be much logical processing, but the point of decision is always emotional, and usually subconscious.

**Ask For The Sale:**

- A lot of sales people are so paranoid about the customer saying no that they keep on selling long past the close-by date. They may even talk the customer into buying and then talk them out again. The trick is to swallow your fear and ask. When the time comes, ask for the sale. Ask "Are you ready to buy now?"

**Ask For Honesty:**

- Ask them for honesty and you will get it. Ask "Can you be honest about this?" They will say yes, of course. Then you can ask them for critical information and you will get the truth. By asking for honesty, when they say yes they must maintain consistency with that statement and be honest.

**The Best Sale Seems To Be Driven By The Customer:**

- Great sales people give so much apparent control to customers that the customer seems to sell the products to him/herself.
- They do this by being incredibly sensitive to the customer's situation and state of mind, then nudging gently with the right questions such that the customer realizes their need and ends up asking for the product.
- They have turned casual conversation into an art, persuading by subtle inference and influence rather than more overt presentation and persuasive talk.



**SALES FUNDAMENTALS**  
BY RYAN LOTMAN

**Believe.**

Believe in your company.  
Believe in your product.  
Believe in yourself.

Believe our students are better off buying from you.

**Build.**

Build a relationship, and develop rapport get them interested in what you have to say. Engage with questions and a smile, find the link. Sell for relationship, not a commission; sell to help our customers accomplish their goals not meet our sales goal.

**Discover.**

Find out why our students buy - for their reasons, not yours. Find out their reasons first. Our students don't like to be sold but they like to buy. This is the most important part of the presentation.

**Ask.**

If you ask the wrong questions you will get the wrong answer, but ask the right questions and you will get the sale. Questions are the heart of the sale. Ask questions to find buying motives. Questions convert the selling process to a buying process.

**Observe.**

Your ability to observe must be as powerful as your ability to sell and your ability to listen. The answers are there if you are looking. Watch their body language, when they perk up take a mental note, when they don't like something you say, take a mental note.

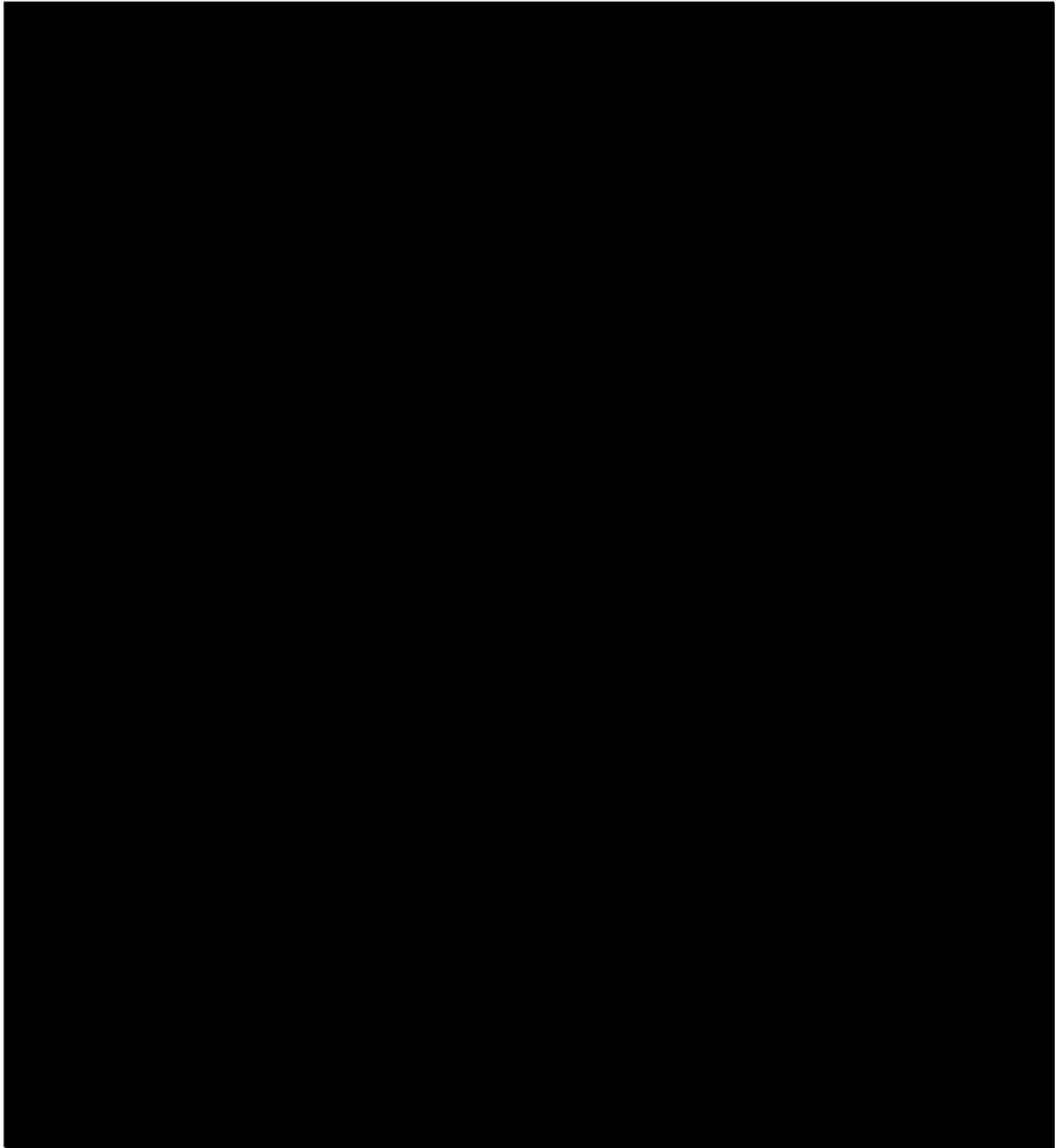
**Reflect.**

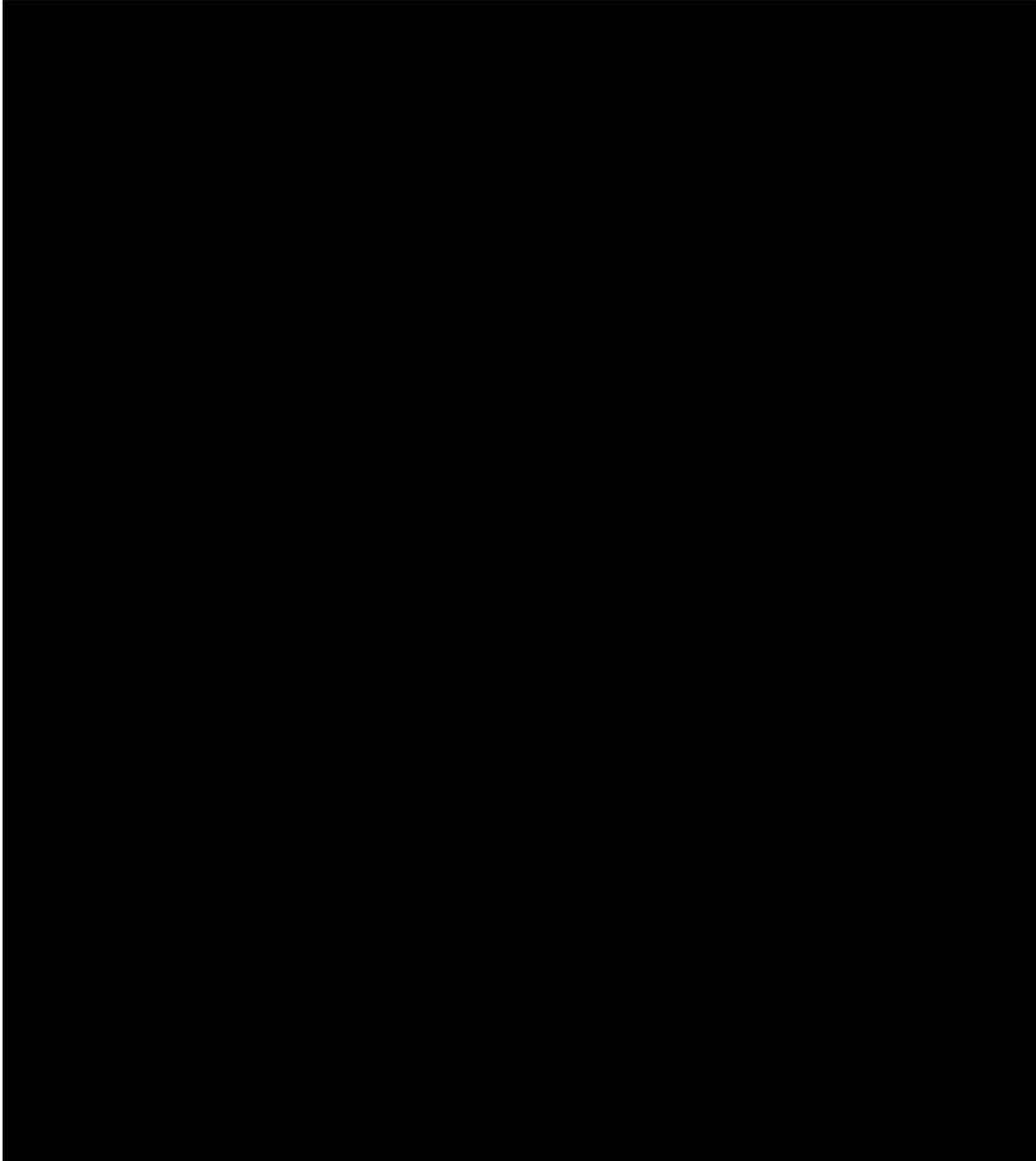
Reflect at the end of every event. Accept personal responsibility, own it, and know whose fault it is when the sale is not made. Follow the CANI principle (constant and never ending improvement). Read, listen, and practice your skills. At the end of the day, ask yourself: What did I do right? What did I do wrong? What can I do differently?

**Prove.**

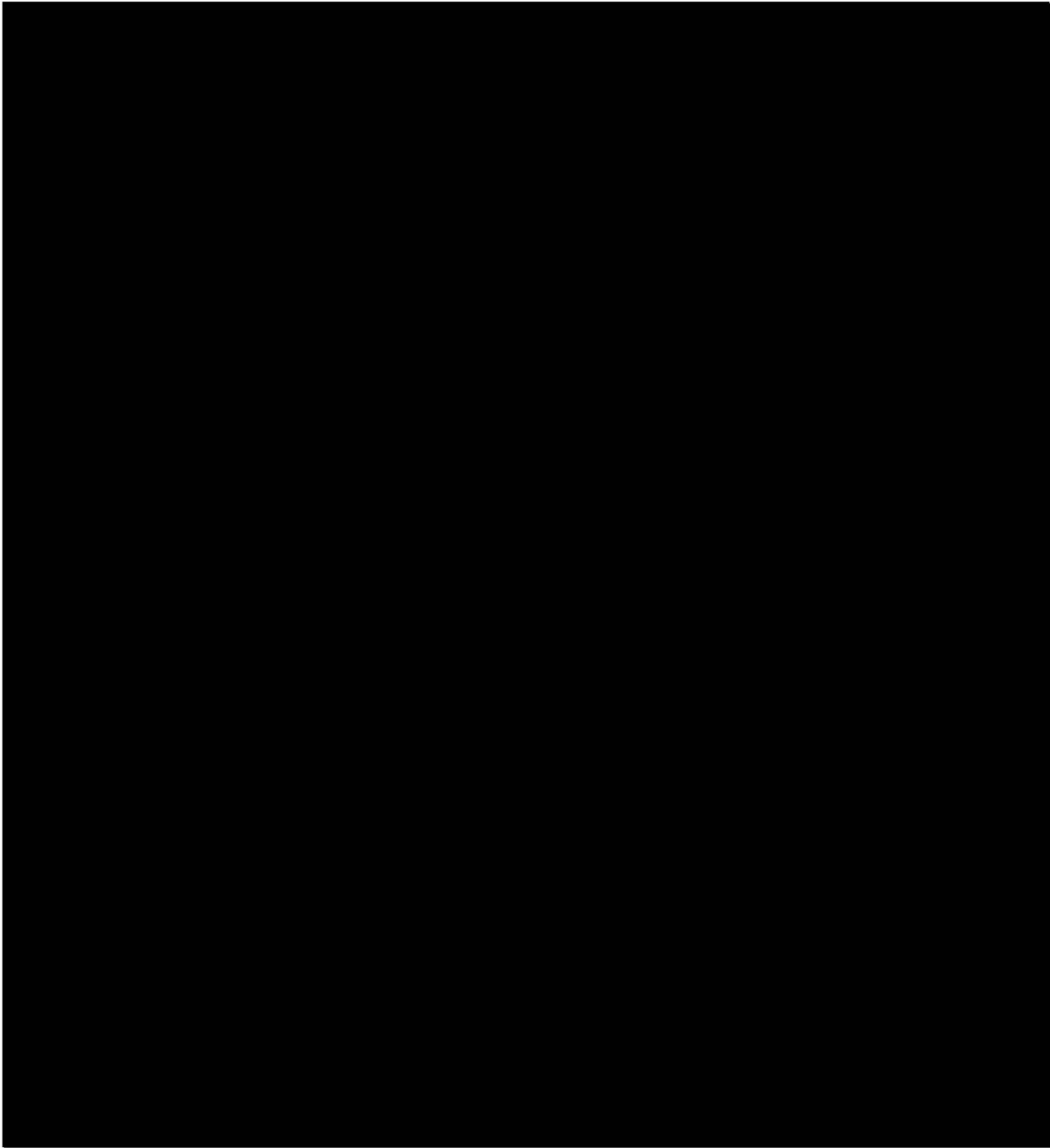
Testimonials can help you overcome objections.

**With the right mindset and attitude, anything is possible! Believe that you can and you will!**













### PREVIEW TEAM DOOR INTRODUCTION

AS REGISTRATION CONCLUDES, A TRUMP U COORDINATOR WILL COMPLETE THE TEAM DOOR INTRODUCTION. YOU WILL PRESENT THE TEAM TO THE CROWD AND GIVE ATTENDEES INFORMATION AND INSTRUCTIONS FOR MOVING INTO THE EVENT SPACE. A CONFIDENT, STRONG, AND FRIENDLY APPROACH WILL HELP COMMUNICATE YOUR MESSAGE EFFECTIVELY AND MAKE FOR A SMOOTH TRANSITION INTO THE PREVIEW AREA. ONCE FINISHED, THE TEAM MEMBER WILL THEN OPEN THE DOORS TO THE PREVIEW SPACE AND CONTINUE TO HELP SEAT GUESTS.

**Team Door Introduction Script:**

"Good Afternoon/Evening! I would like to congratulate you on making it out today and encourage you to make the next 90 minutes a priority for making an exciting change in your life. My name is \_\_\_\_\_ and this is \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ (this is where you introduce your team). We have all been hand selected by Trump U and are experts in real estate investing. We will be your power team for the next 90 minutes, and we are here to help all of you. After the presentation today many of you will have questions, so please don't leave us without getting the help you need to go into your market place and take advantage of the many opportunities in your backyard. You're welcome to bring in some water, and in just a few moments I am going to show you into the ballroom. If you could please work with us, we seat from the front to the back and fill every single seat. We are expecting late arrivals and we want to be sure not to disturb you or your instructor today. So in just a moment please move ahead and go straight down the center aisle and \_\_\_\_\_ (team member name) will show you to a seat. Before we go in please turn your cell phone off. We have paper and pens already placed on your seat. Again Congratulations!"



### PREVIEW SPEAKER INTRODUCTION

ONCE THE ATTENDEES HAVE TRANSITIONED INTO THE PREVIEW AREA, A TRUMP U COORDINATOR (SELECTED PRIOR TO THE EVENT AND GIVEN ADEQUATE TIME TO PREPARE) WILL INTRODUCE THE SPEAKER. THE COORDINATOR WILL GAIN THE AUDIENCE'S ATTENTION, EXPLAIN THE PREVIEW RULES, ILLUSTRATE THE SPEAKER'S ACHIEVEMENTS AND QUALIFICATIONS, AND GET THEM ENERGIZED FOR THE PRESENTATION! BY EXUDING CONFIDENCE, STRENGTH, AND EXCITEMENT DURING THE INTRO, YOU WILL MOTIVATE THE AUDIENCE TO LISTEN AND TO LEARN – WHICH WILL HELP THEM ENROLL LATER ON!

**Speaker Introduction Script:**

Good evening! On behalf of Donald Trump and Trump University, I would like to welcome and congratulate all of you on making a commitment to come out and train with us today!

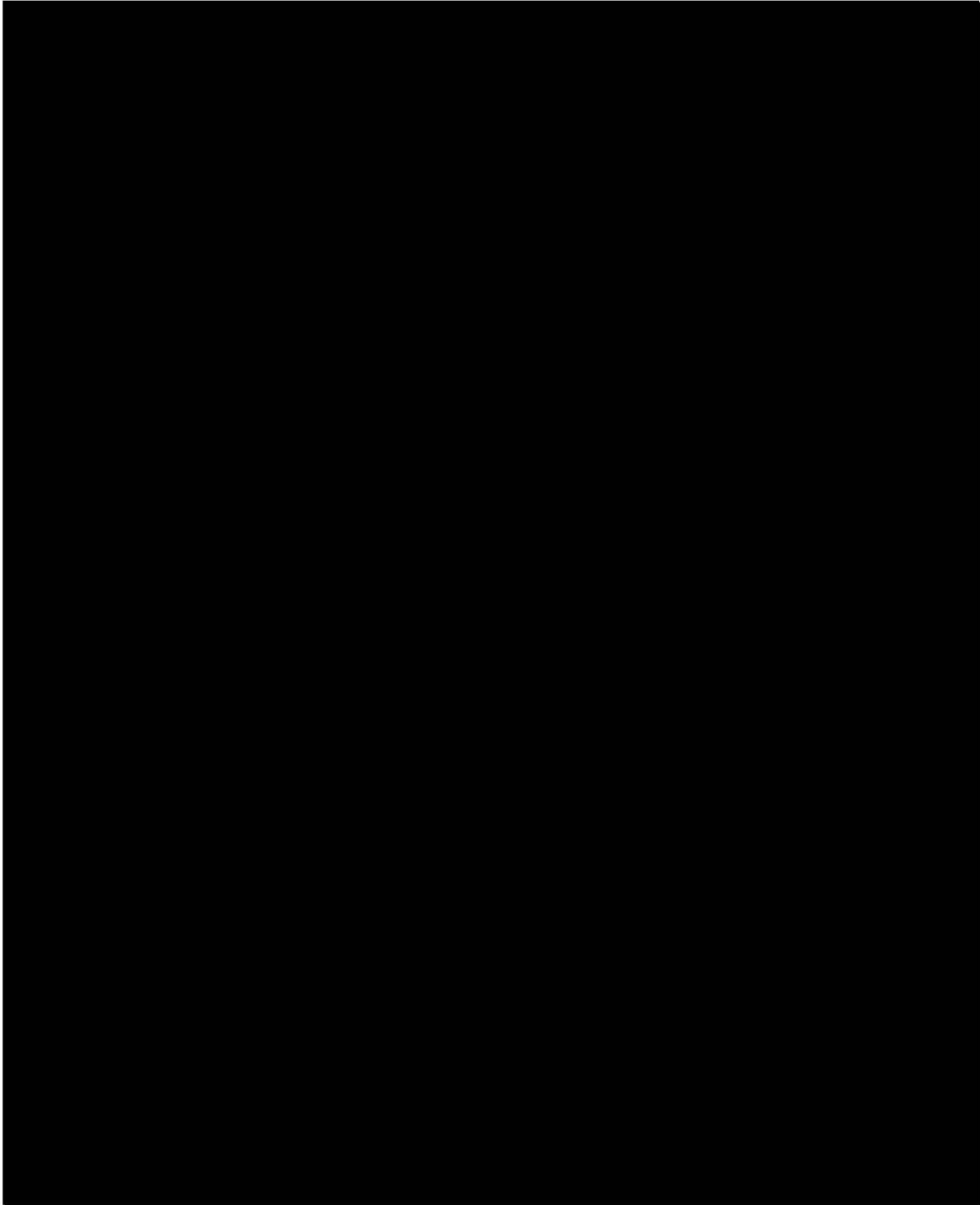
Before we get started, there are a few ground rules to go over to make sure that things run smoothly. First of all, please turn off all cell phones and devices. If you haven't already, take a moment and make sure your phone is in the off position. Limiting distractions will allow you and your neighbors to dedicate the next 90 minutes to learn this business and get the most out of our presentation.

Now your Trump trainer tonight/today/this morning, \_\_\_\_\_ (speaker's name), has a lot of material to go through in a relatively short amount of time. You may have a few questions or comments as s/he progresses through tonight's workshop. We'd like you to write these down as we move along so that you don't forget them, because we will be holding all questions during the workshop and answering them for you at the end of the event. If you look behind you, we've set up tables in the back of the room, and we will invite you to come back and see the team at the end of the workshop so we can address your questions and comments on a one-on-one basis. Sound good? Sound fair?! Excellent!!

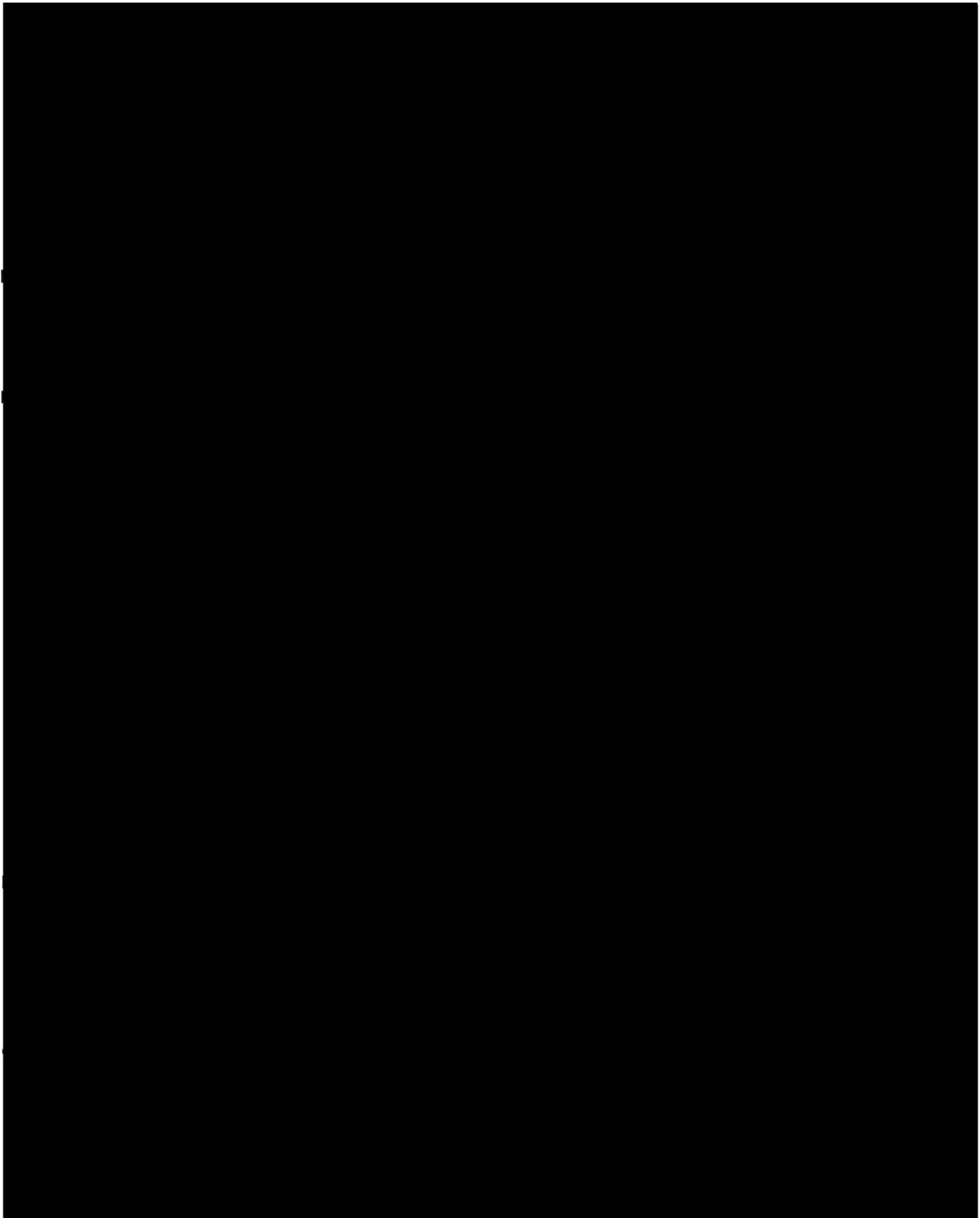
It is now my pleasure to introduce one of Donald Trump's top instructors. He has been hand selected because of his expertise and knowledge in the real-estate business. Mr/s. \_\_\_\_\_ (First Name, Last Name) has been investing for X years and has mastered his craft. He is one of my personal mentors and an amazing source of knowledge, so if you could, PLEASE give Mr/s. \_\_\_\_\_ (Last Name) a warm round of applause!

**Notes:**

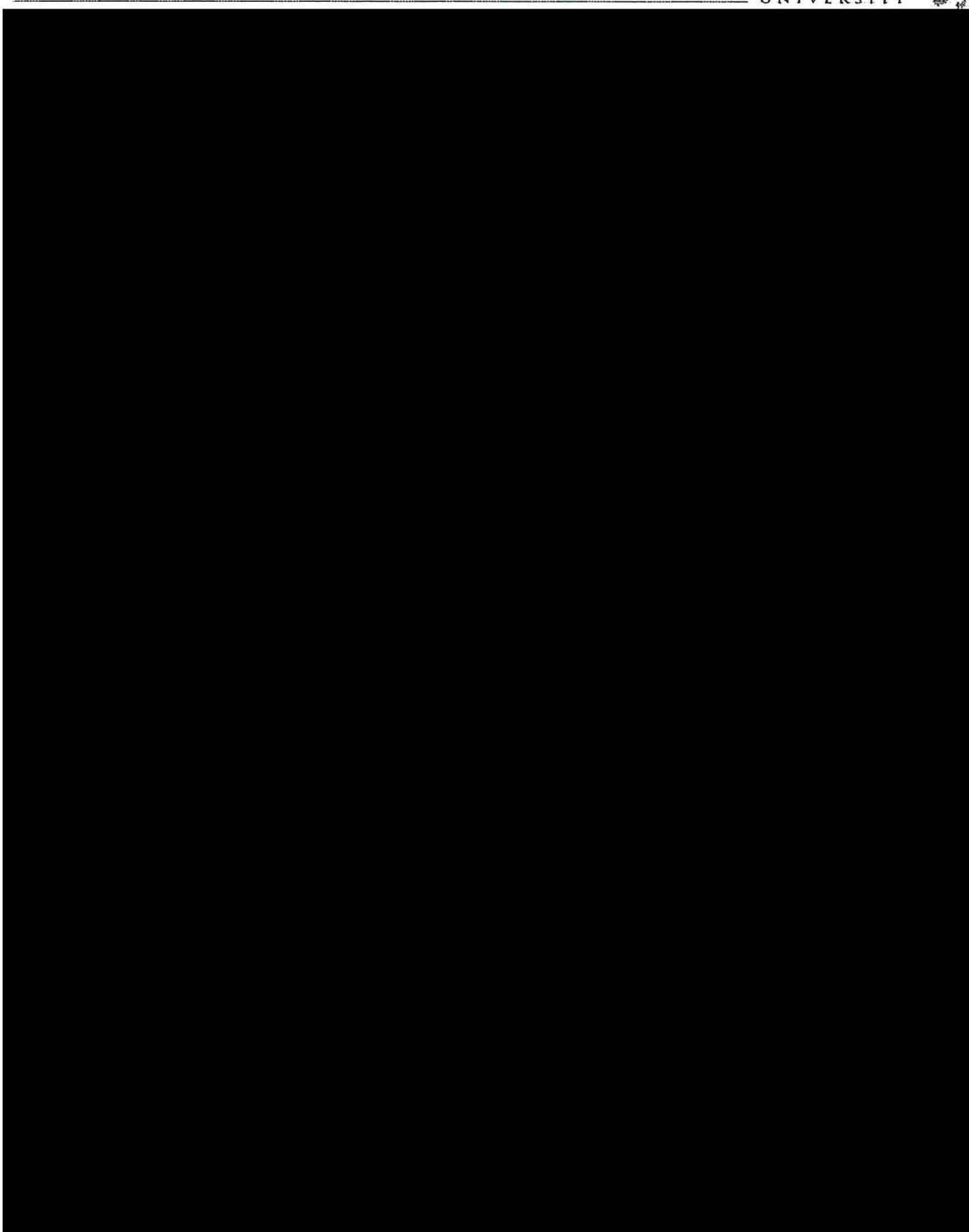
You may tailor paragraph four to reflect specific achievements of that particular speaker, to be discussed and approved by speaker in advance.



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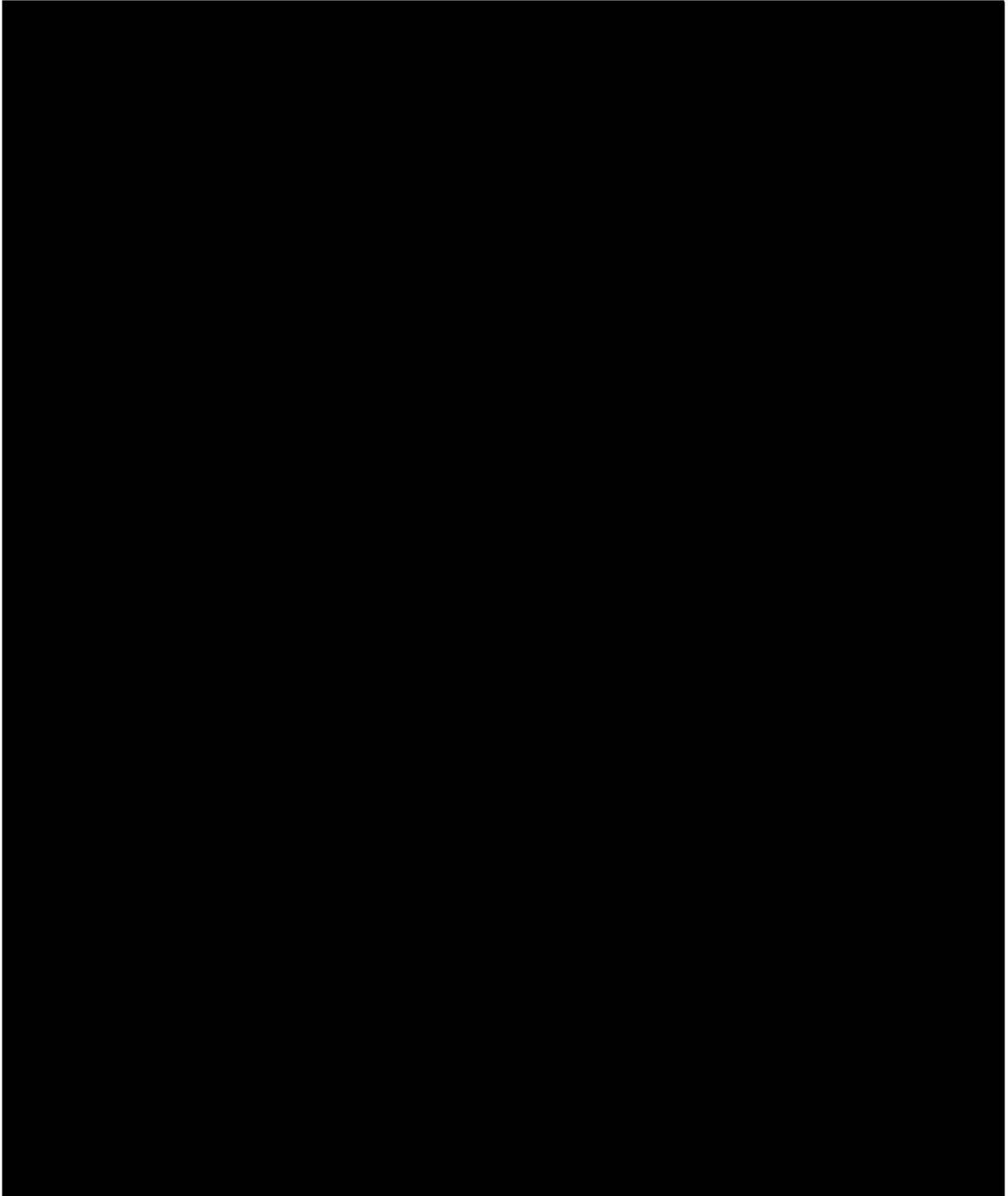


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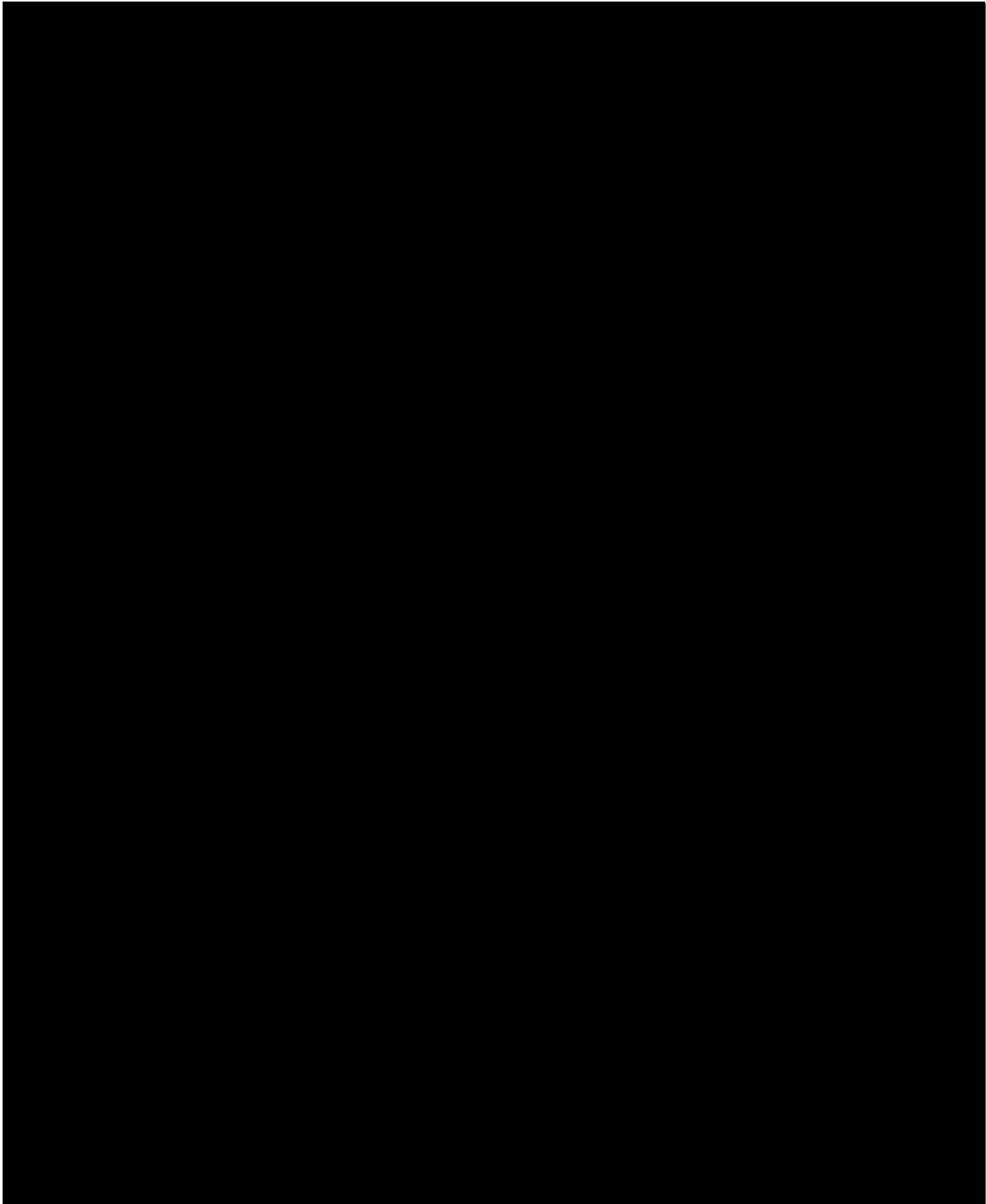


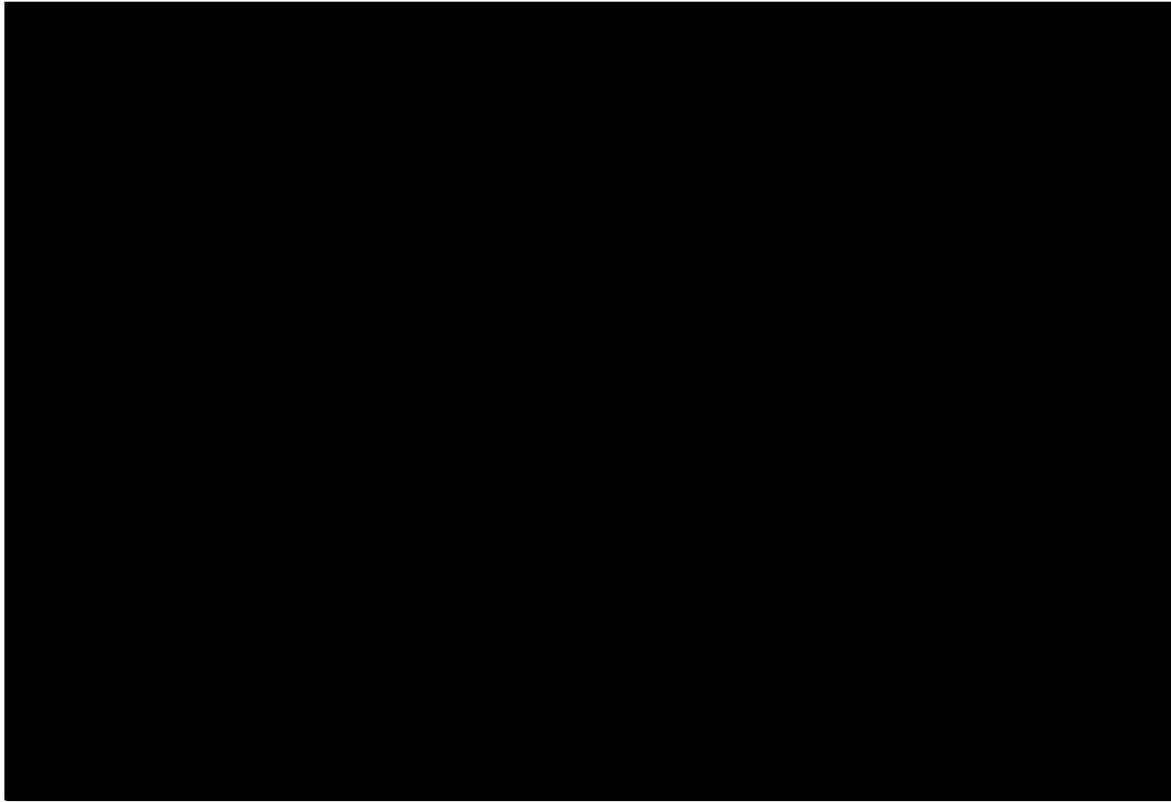
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#### PREVIEW BUYER ORIENTATION

ONCE YOU HAVE CLOSED THE SALE, THE COORDINATOR WILL SIT DOWN WITH THE NEWLY ENROLLED STUDENTS TO EXPLAIN THE NEXT STEPS AND CONTINUE TO GET THEM EXCITED ABOUT THE PROGRAM. YOU WILL REVIEW THE PAPERWORK AND KITS AND DISCUSS THE ONLINE BENEFITS NOW AVAILABLE TO THEM. THIS IS THE LAST CONTACT THEY MAY HAVE WITH THE TRUMP U TEAM BEFORE LEAVING, SO MAKE SURE TO MAINTAIN YOUR CONFIDENCE AND ENTHUSIASM IN ORDER TO SET THE FULFILLMENT UP FOR SUCCESS.

#### Buyer Orientation Script:

Congratulations!

Take the folders that you have in front of you and pull out the papers inside. The first sheet should read 'Welcome and Congratulations from Michael Sexton, our President,' which includes preliminary instructions for our program next weekend. Make sure to follow these steps starting with the homework that \_\_\_\_\_ (name of speaker) will give you after we are done here.

Page 2 should read 'Location and Agenda'. First on that sheet is the location where the training is going to be held. If you need assistance in regard to directions, feel free to call the number listed there. Notice the itinerary below. On the bottom it says subject to change, because some classes and locations tend to vary due to varied interest and level. We customize our program to our students, so some of these items tend to flow better if we switch them around. We will be covering all of these items and beyond, but this is a general outline.

Next, please take out your 2009 Breakthrough kit. Open up the first binder, and begin putting it together. The first tab should say Jump Start, and so on. The second binder in the kit it has CDs for you to listen to per the prompting from the first binder.

The next sheet outlines some Frequently Asked Questions. One that I would like to point out is regarding attire for the program. Make sure to bring a sweater because the ballrooms tend to be on the cooler side.

The last sheet inside your folder says 'Advanced Real Estate Options.' We at Trump U offer a variety of advanced courses, allowing you to grow with us. Hold onto that sheet for future reference.

More importantly, on the bottom of every sheet is our website. [www.TrumpUniversity.com](http://www.TrumpUniversity.com) This is where you are going to have access to all of the great things associated with the twelve month premium membership. You can log in and access the membership area using your username and password. To do this go to [TrumpUniversity.com](http://TrumpUniversity.com), click on the login link from the top right hand corner of the website and then enter in your full email address that's on your pink receipt as your username. Since you don't have

a password yet, click on the link below the password box that says "Send new or forgot lost password" and a temp password will automatically be emailed to you. Once you're logged in the website there are a few tabs that you will want to remember to go through and start to use. You may want to write them down now.

#1. We have weekly ongoing webinars every Thursday at 8pm EST. You can access them at any time if you can't make it. You can also preview archived webinars if you have free time between now and the training. If do attend the live session, you have the option to speak with the presenter and ask questions at the end if you like. Additionally, we offer weekly online classes hosted by financial, entrepreneurial, and real estate experts where you can interact and ask your most pressing questions in real time. Or you can watch them at your leisure starting the following day!

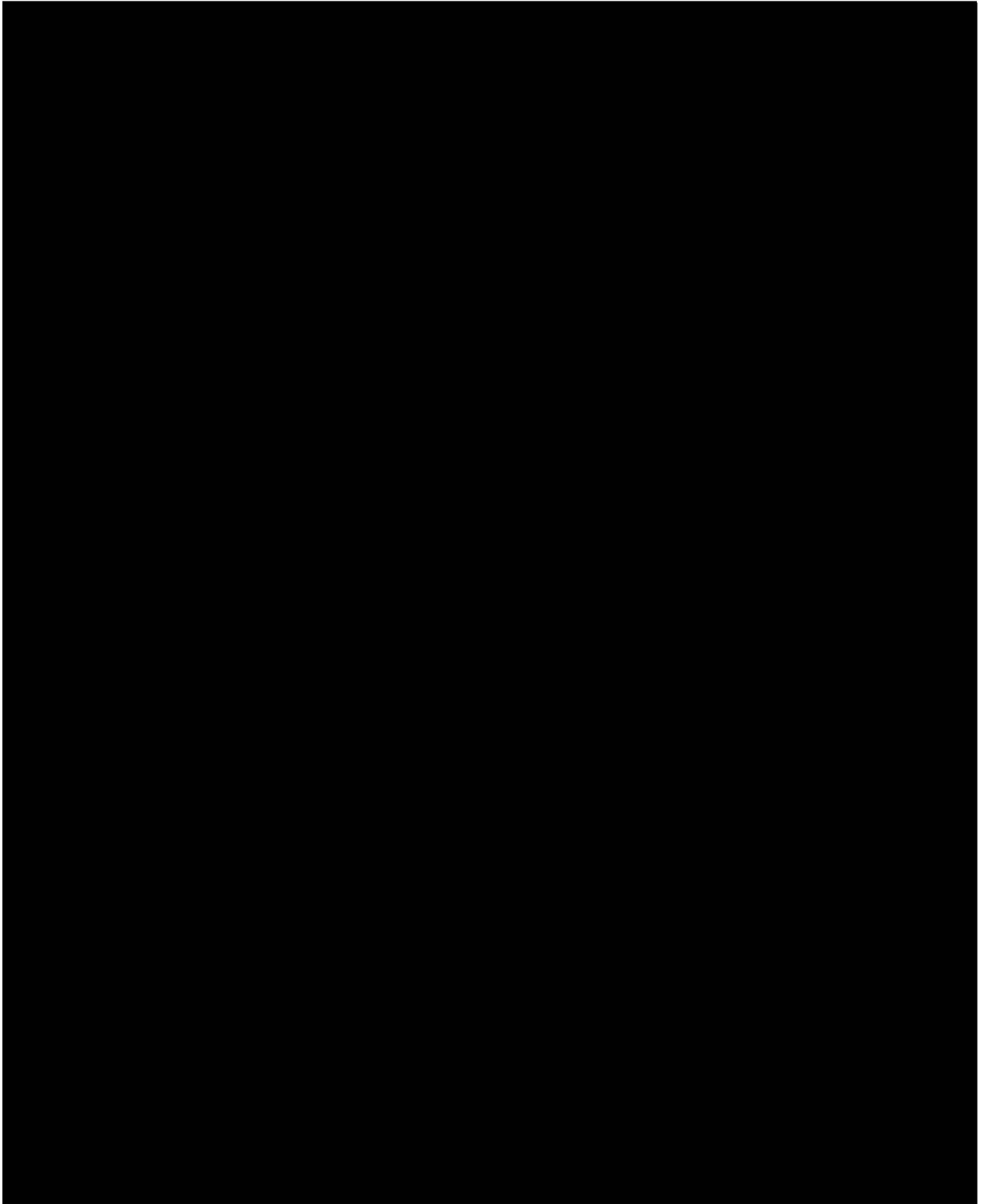
#2. Empire City is a virtual metropolis, or fictional city, where you can go anywhere, buy anything, and test your limits! It's an interactive resource to help you learn how to invest profitably in real estate in a safe, risk-free environment.

#3. There is a tab on the website titled 'Resource library', where you will find all of those contracts and forms that \_\_\_\_\_ (speaker's name) mentioned during the presentation. Some other documents in the resource library include teleseminars, real estate links, articles and more.

#4. We have online forums where you can chat with other TU students. When you visit this section of our site, you should update your personal profile so that you can make yourself searchable by areas of interest and location. You can also view FAQ's, where you may sometimes find an answer to a question you may have, before you have it!

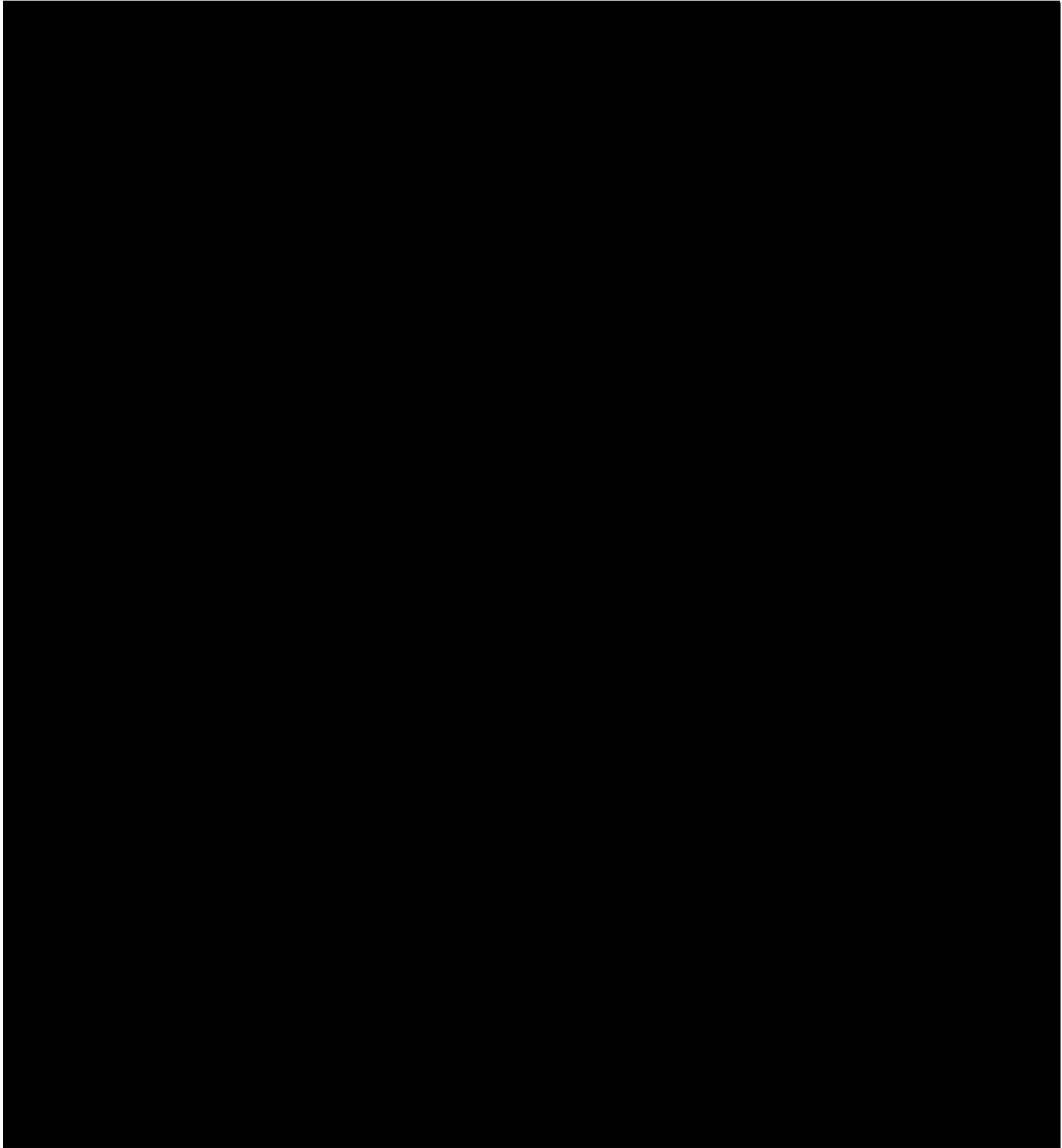
#5. We have Customer Service available Monday through Friday from 9am-5pm. You may call the phone number on the bottom of your enrollment form if you need them.

Before I let you go, one more thing! One of our program directors will be calling you next week to remind you to bring a sweater, snack, etc and to welcome you into our family! So with that I am all finished, I look forward to seeing you next week and congratulations!



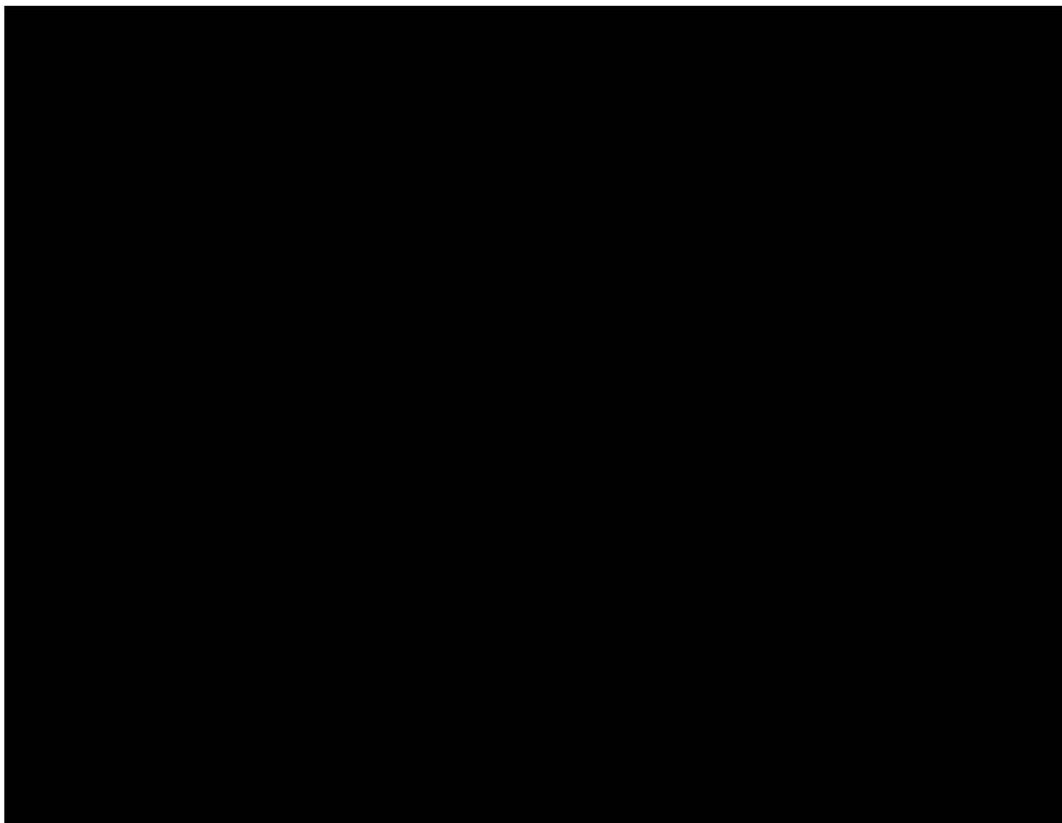
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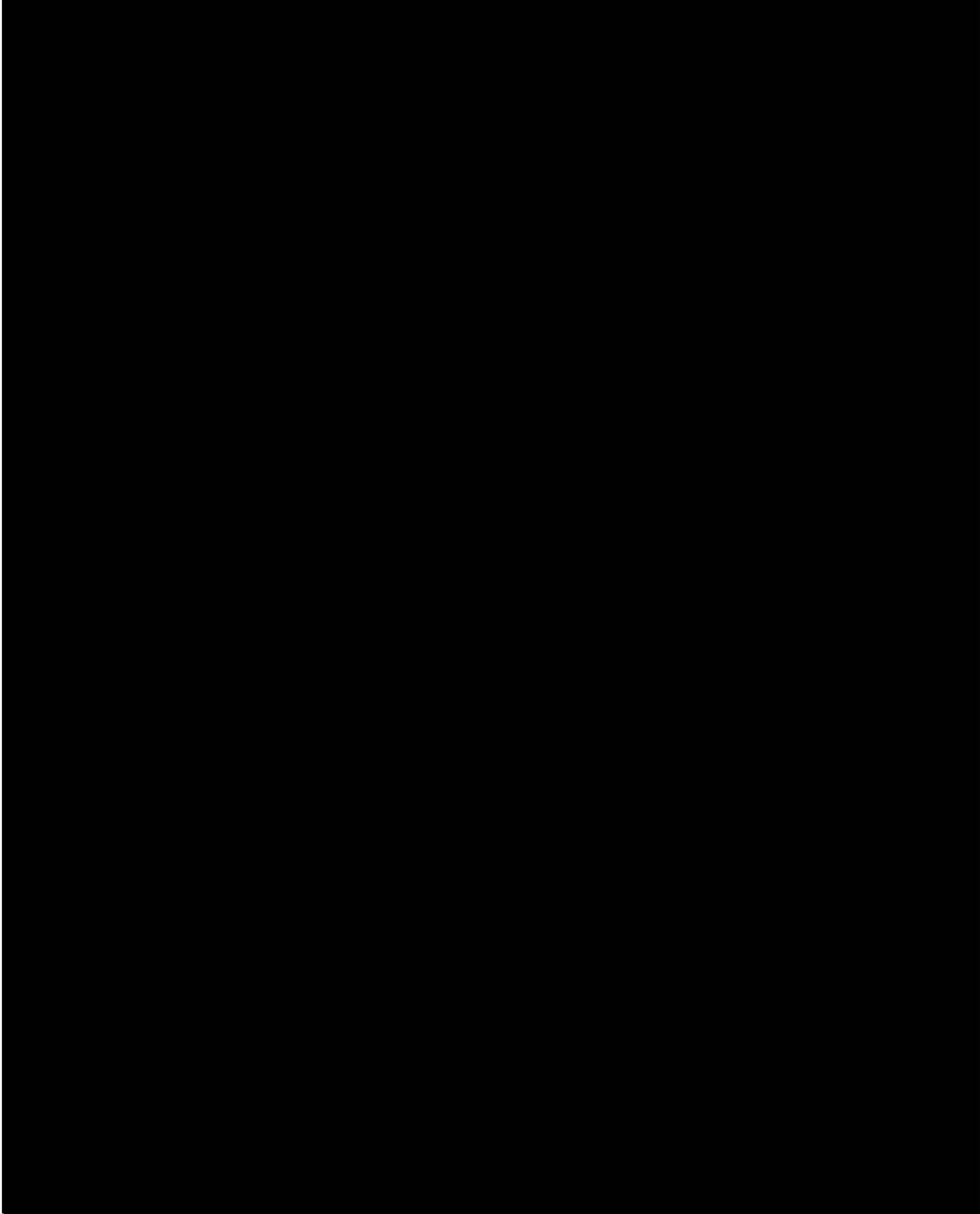






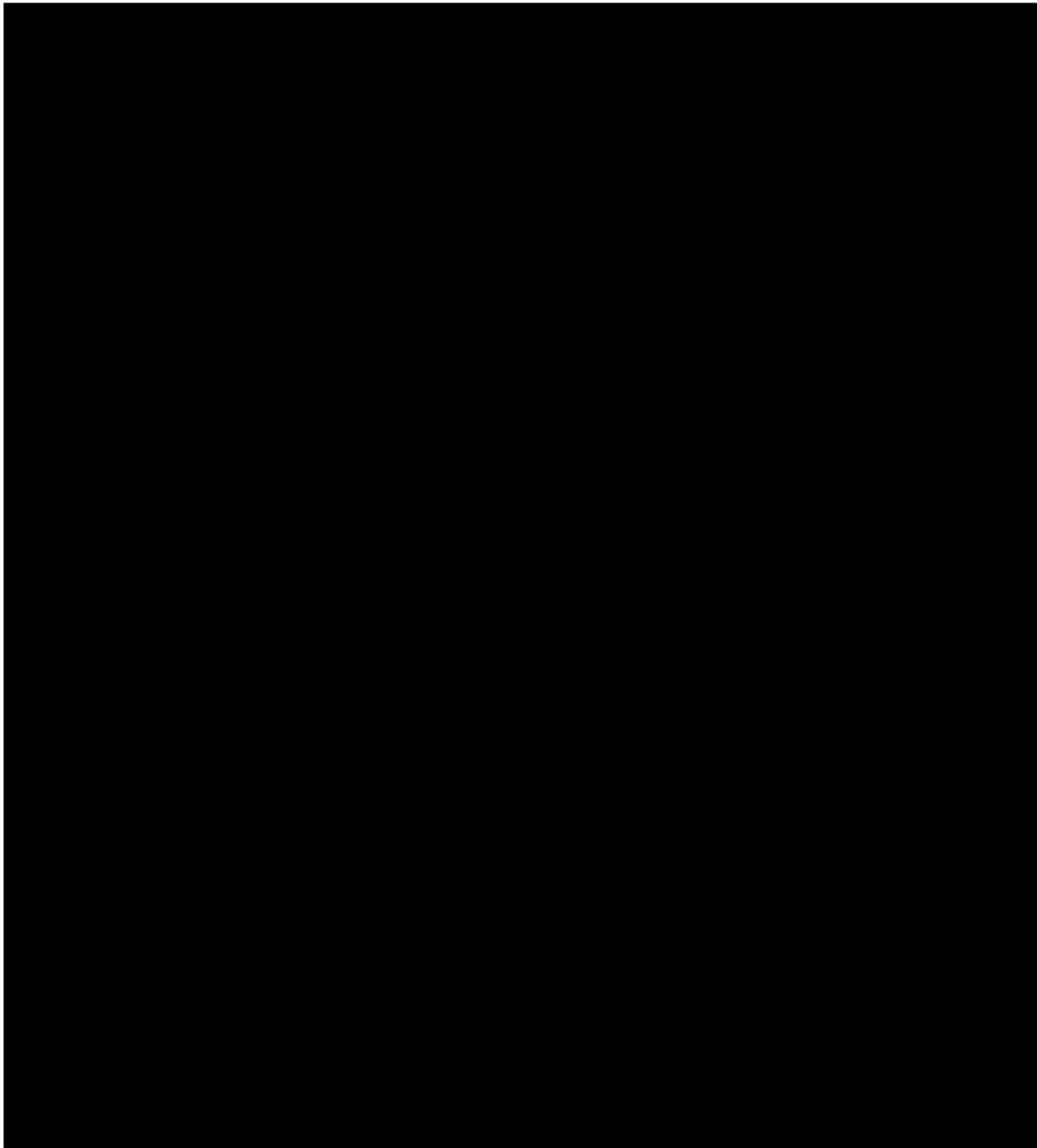


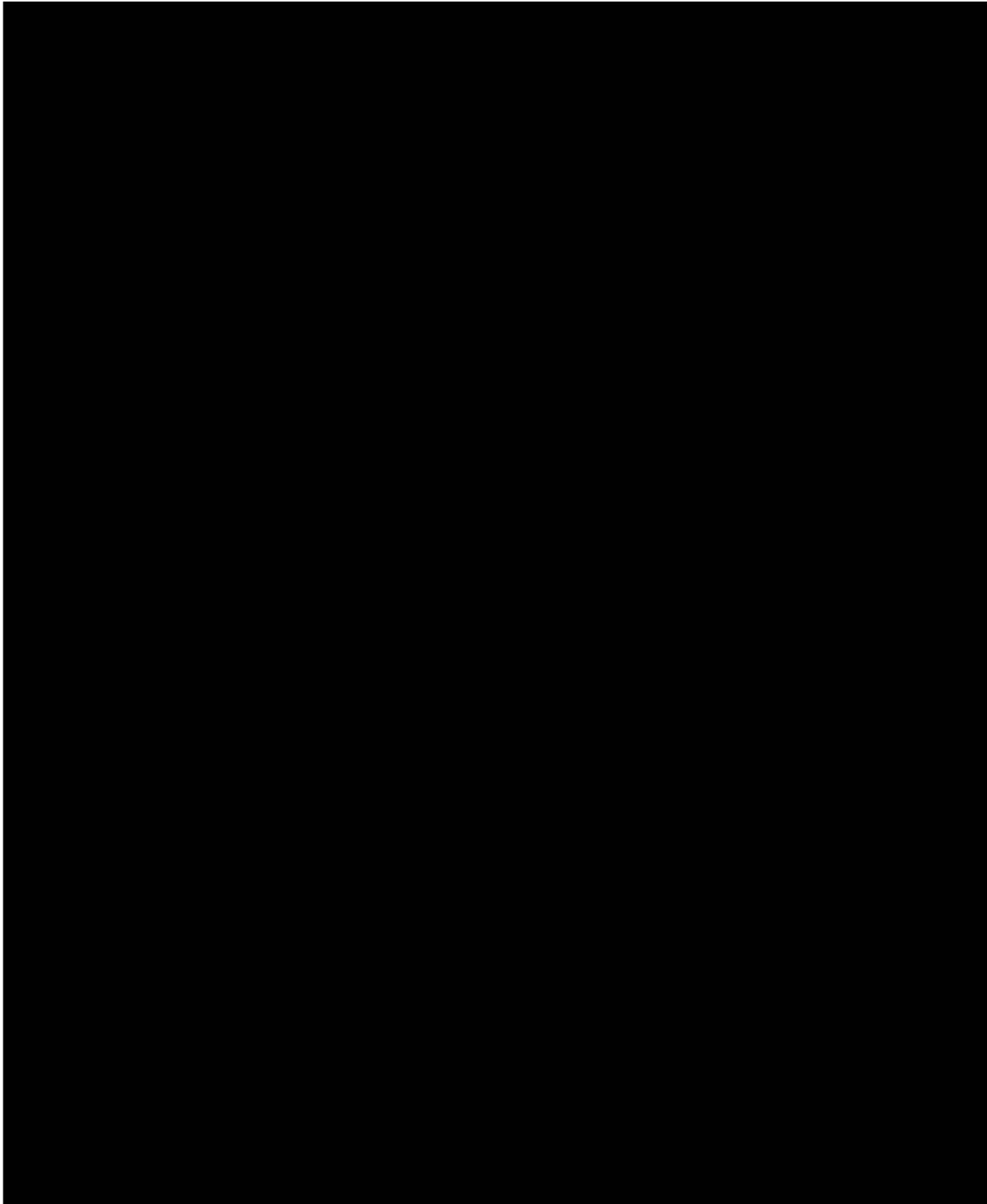




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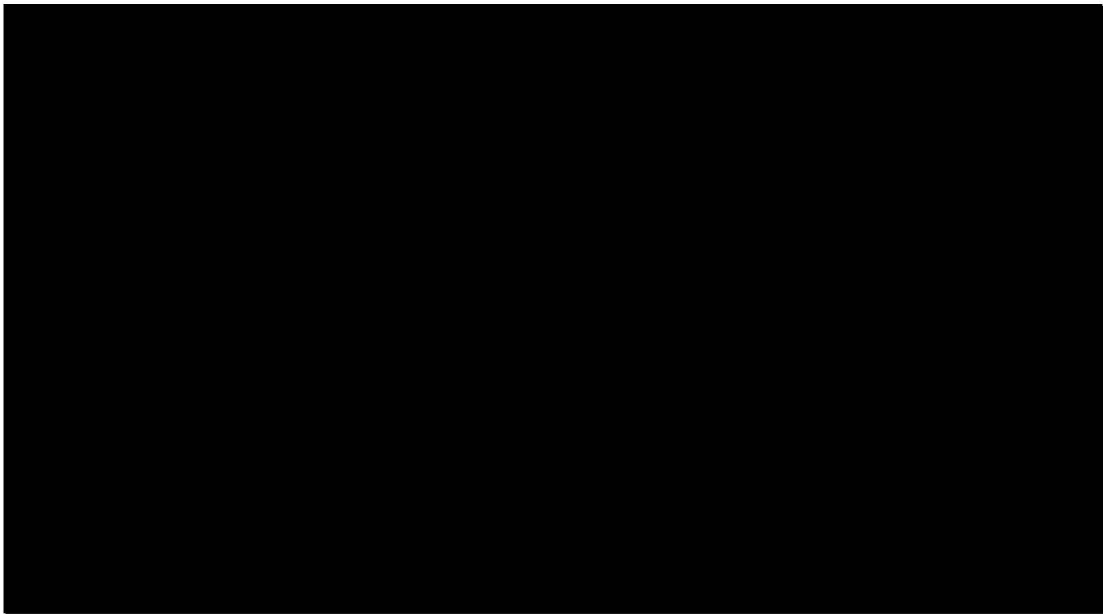
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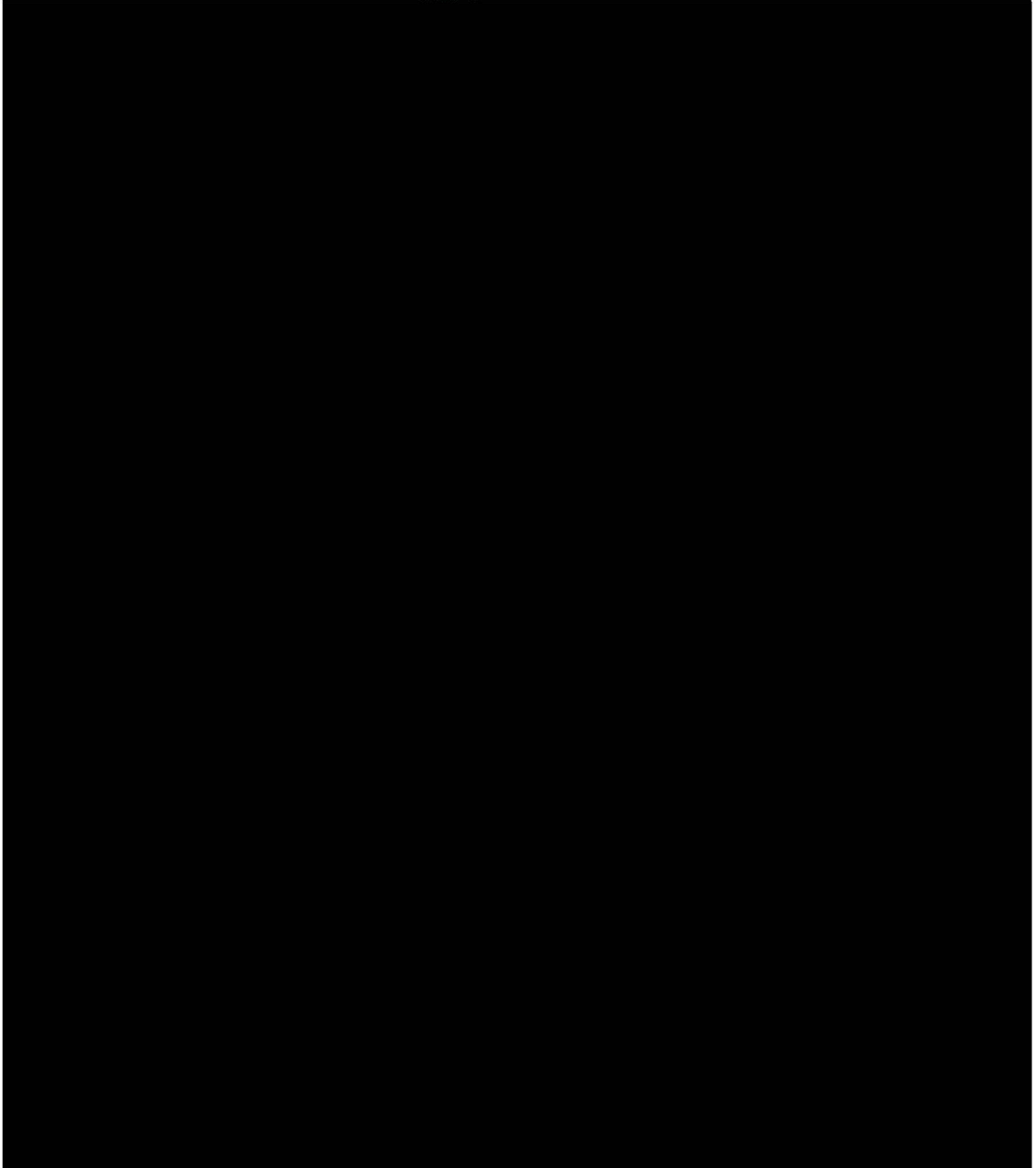




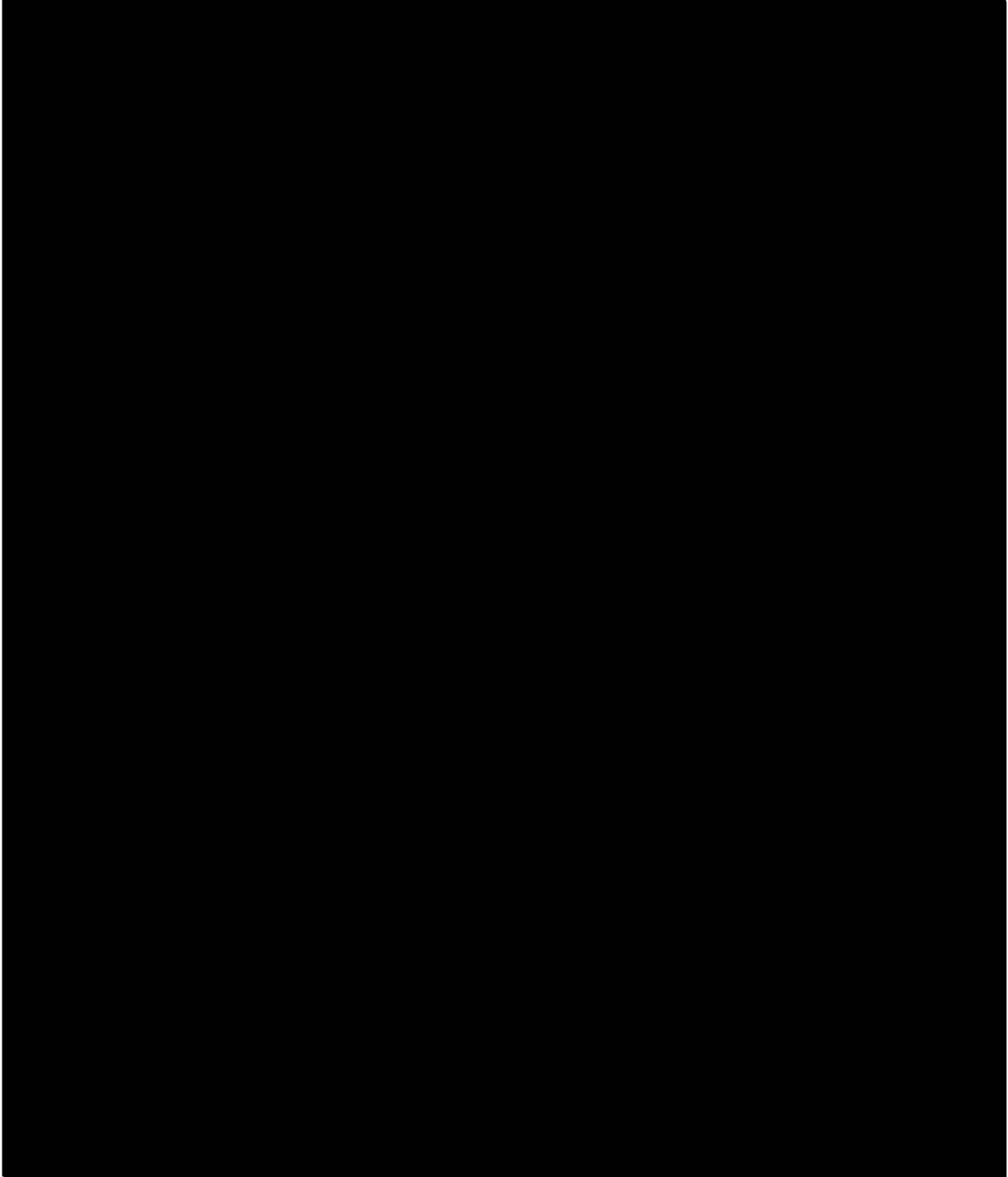
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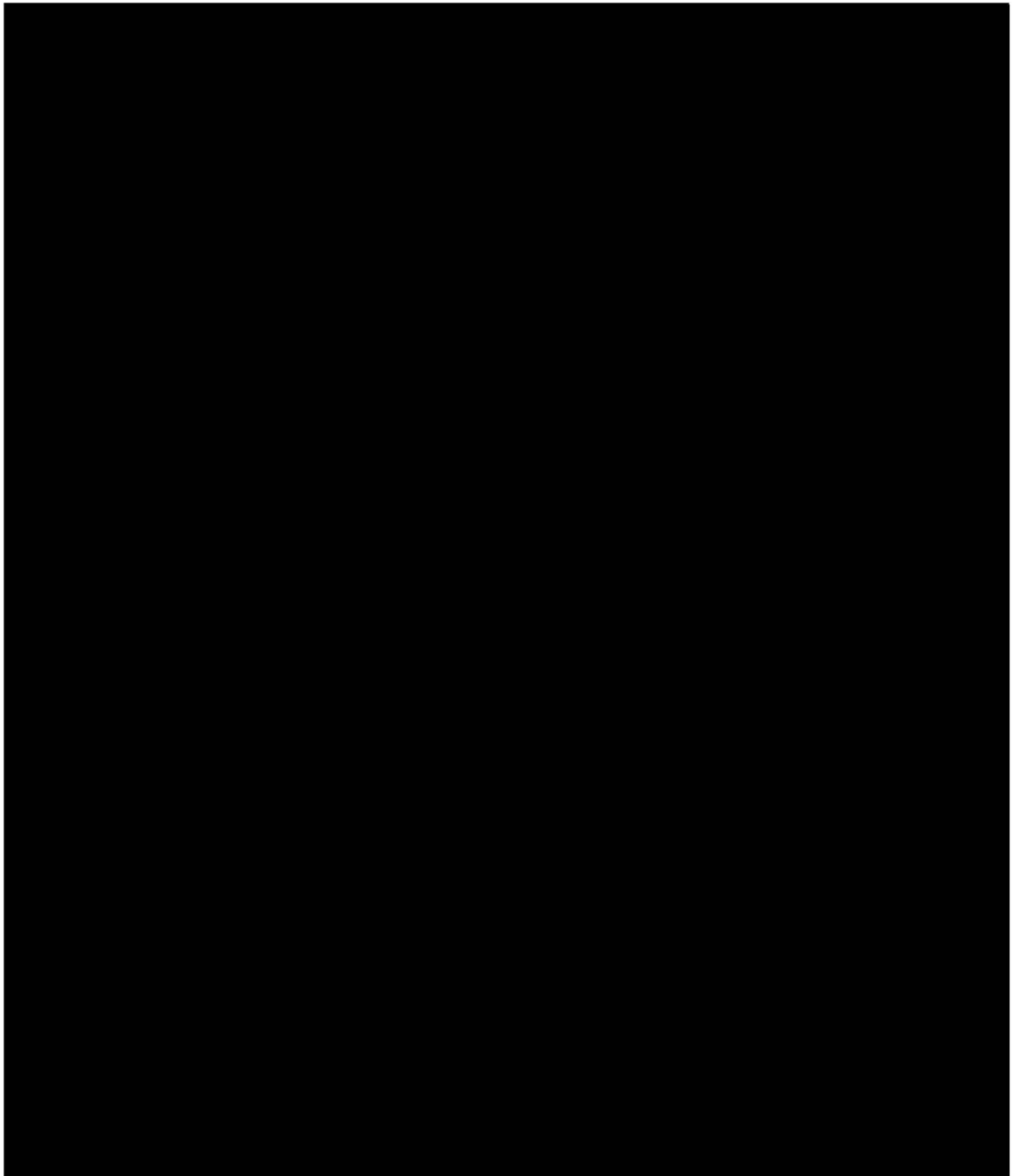






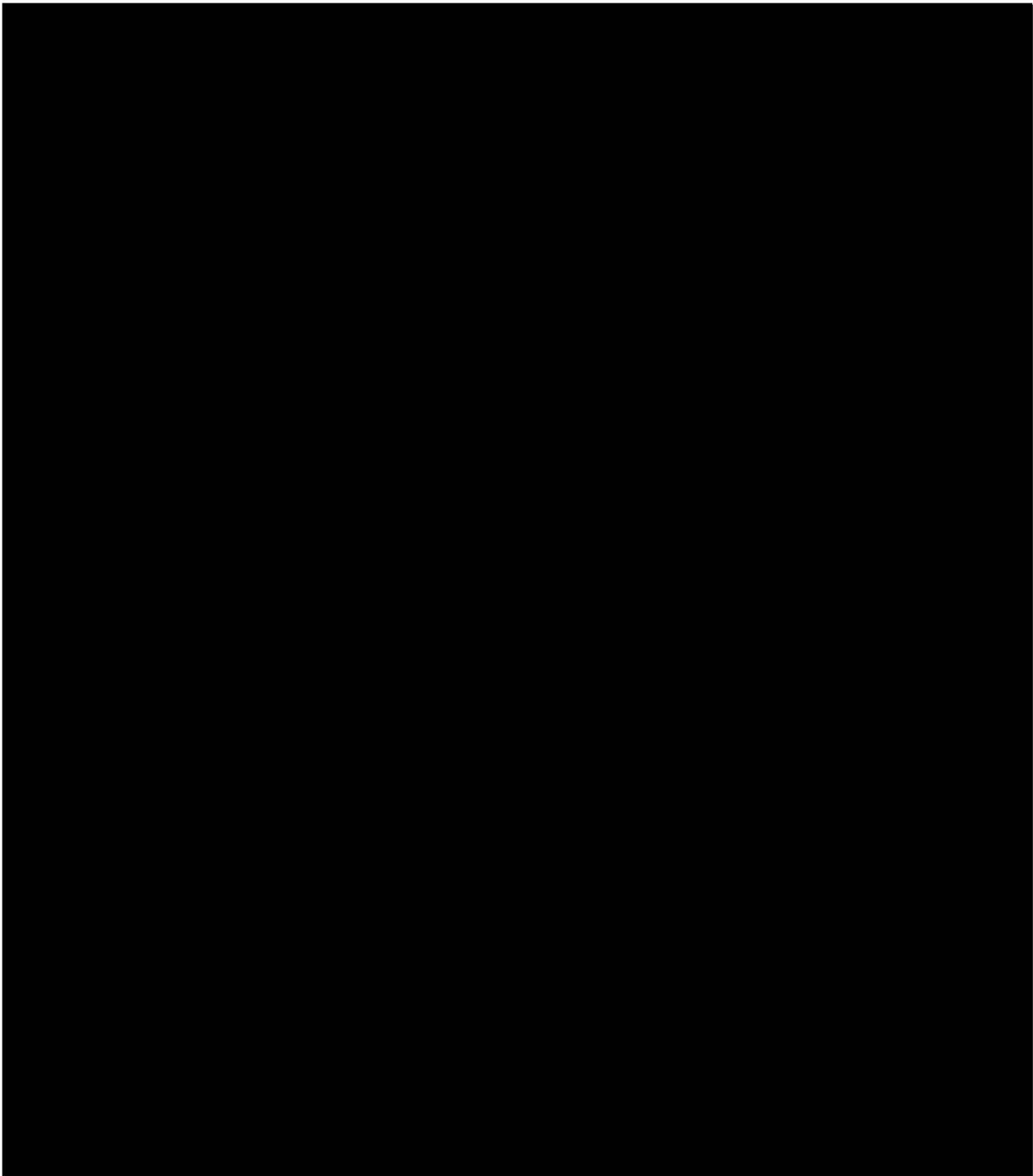


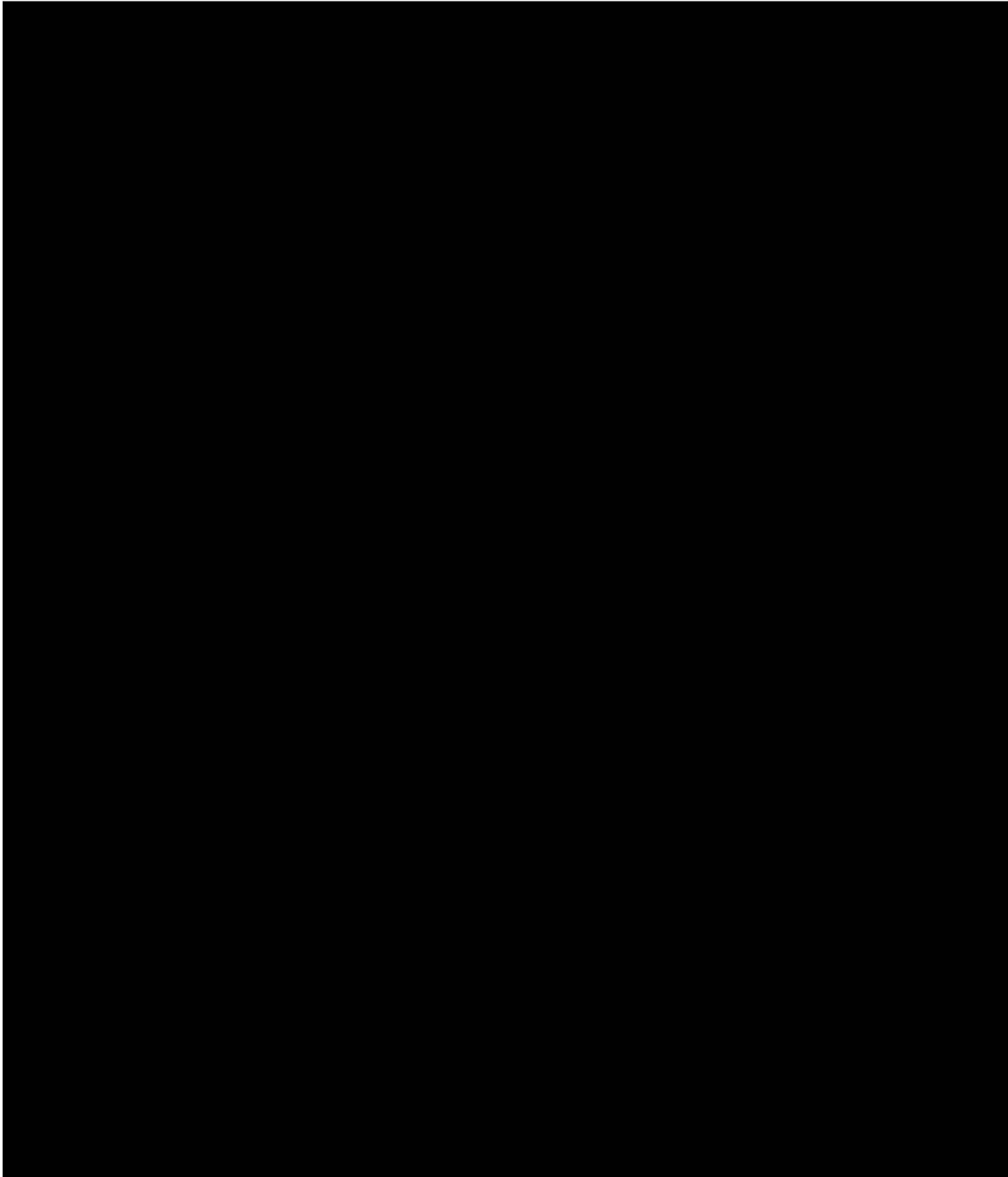


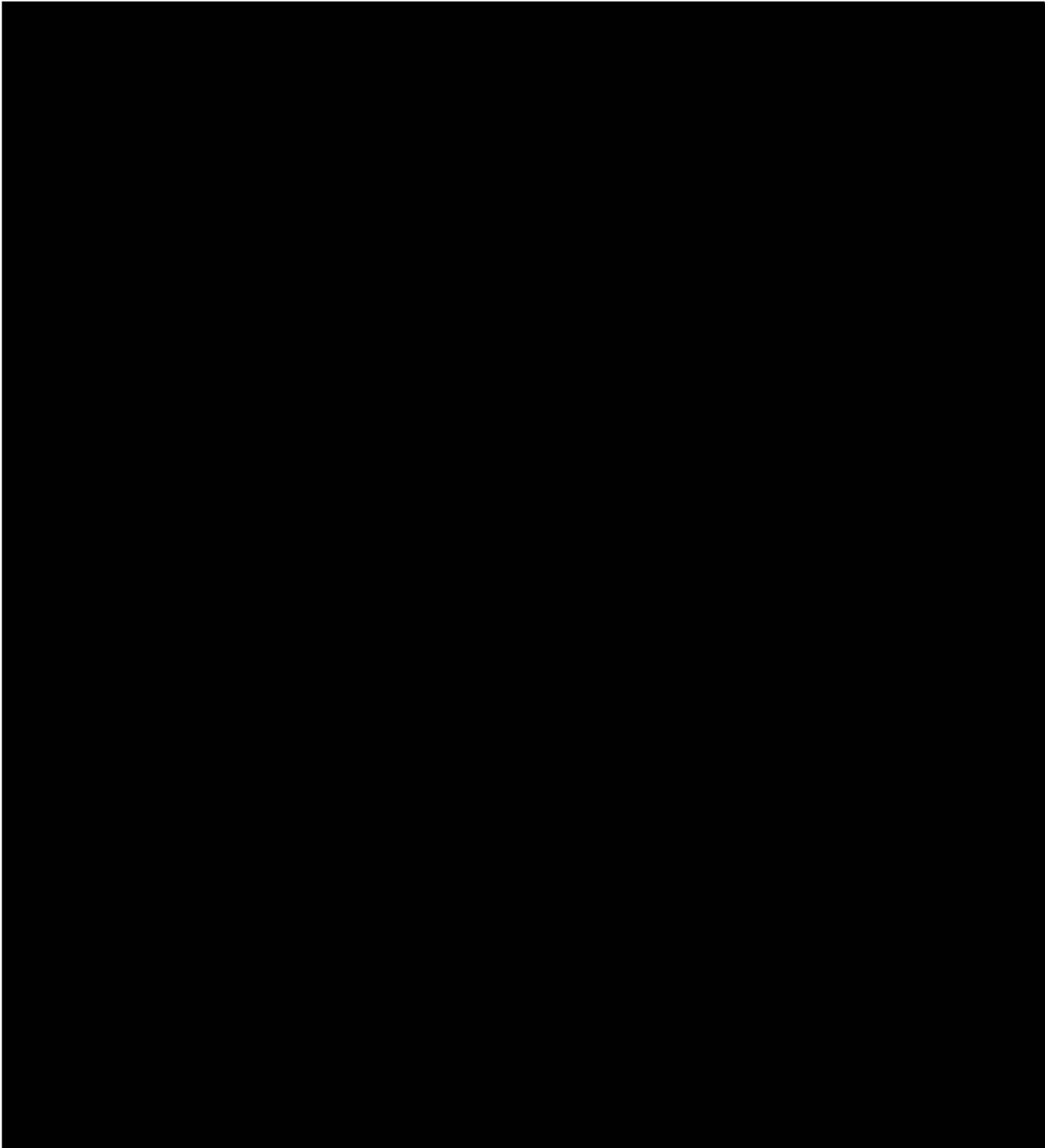


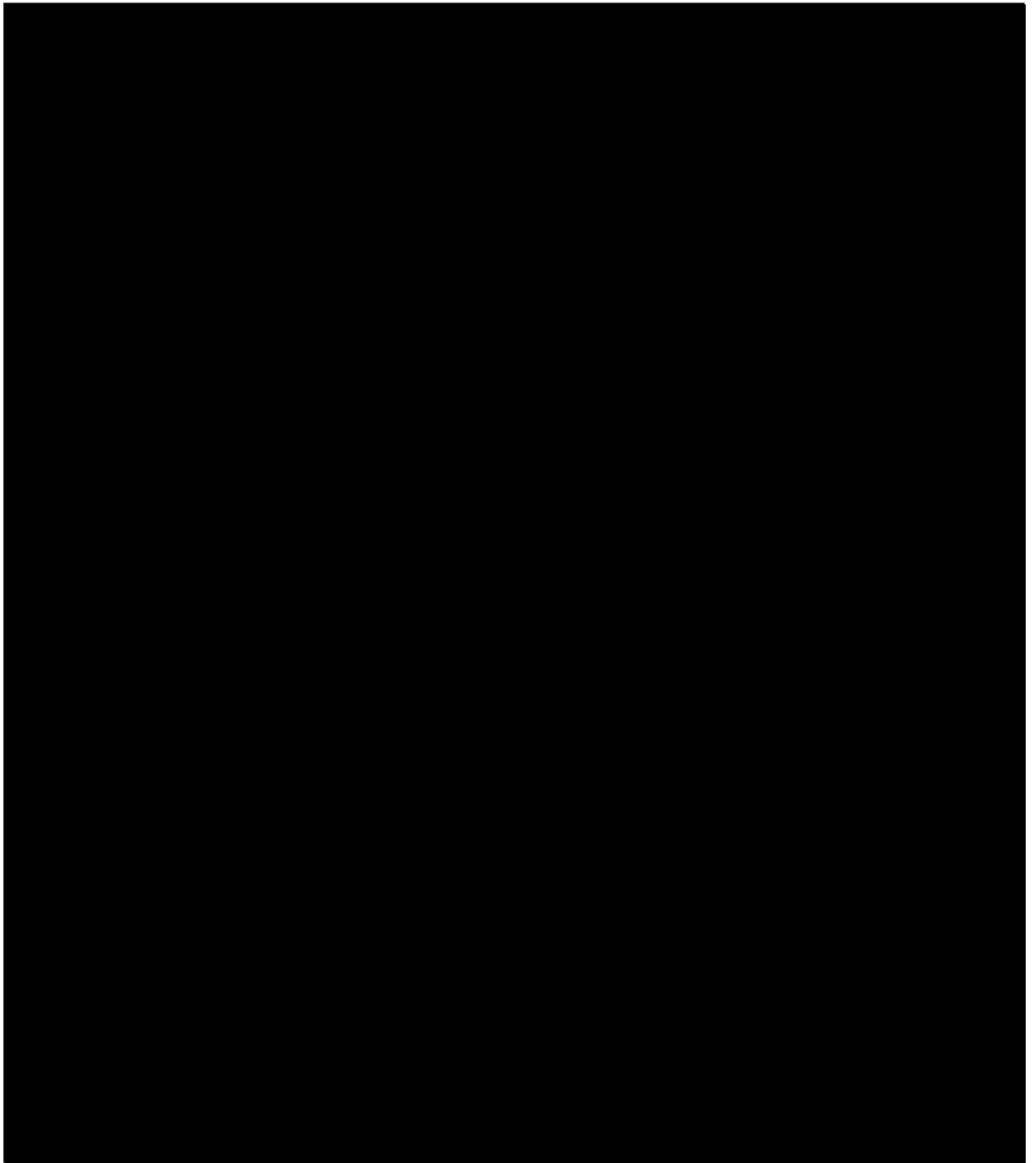
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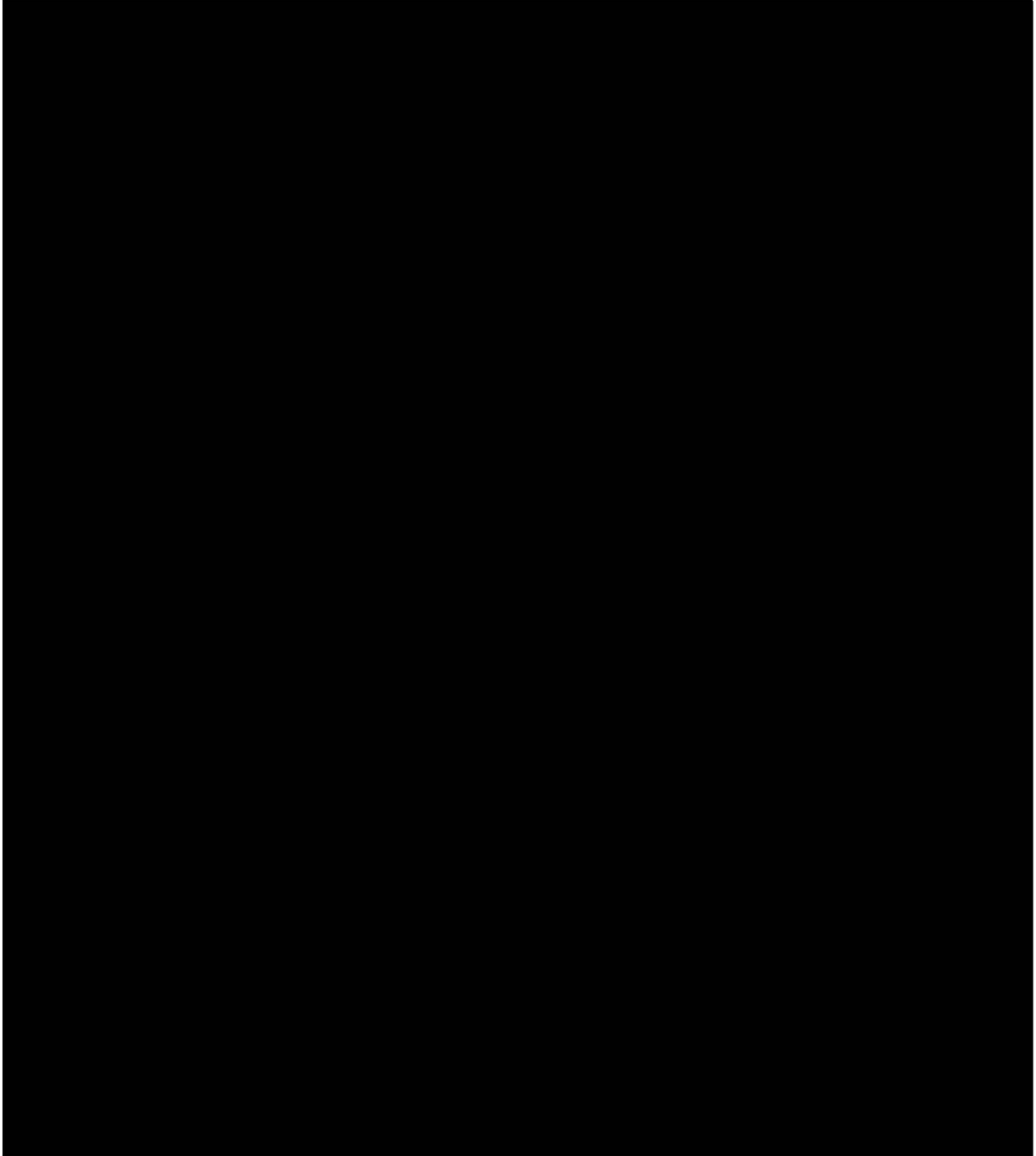
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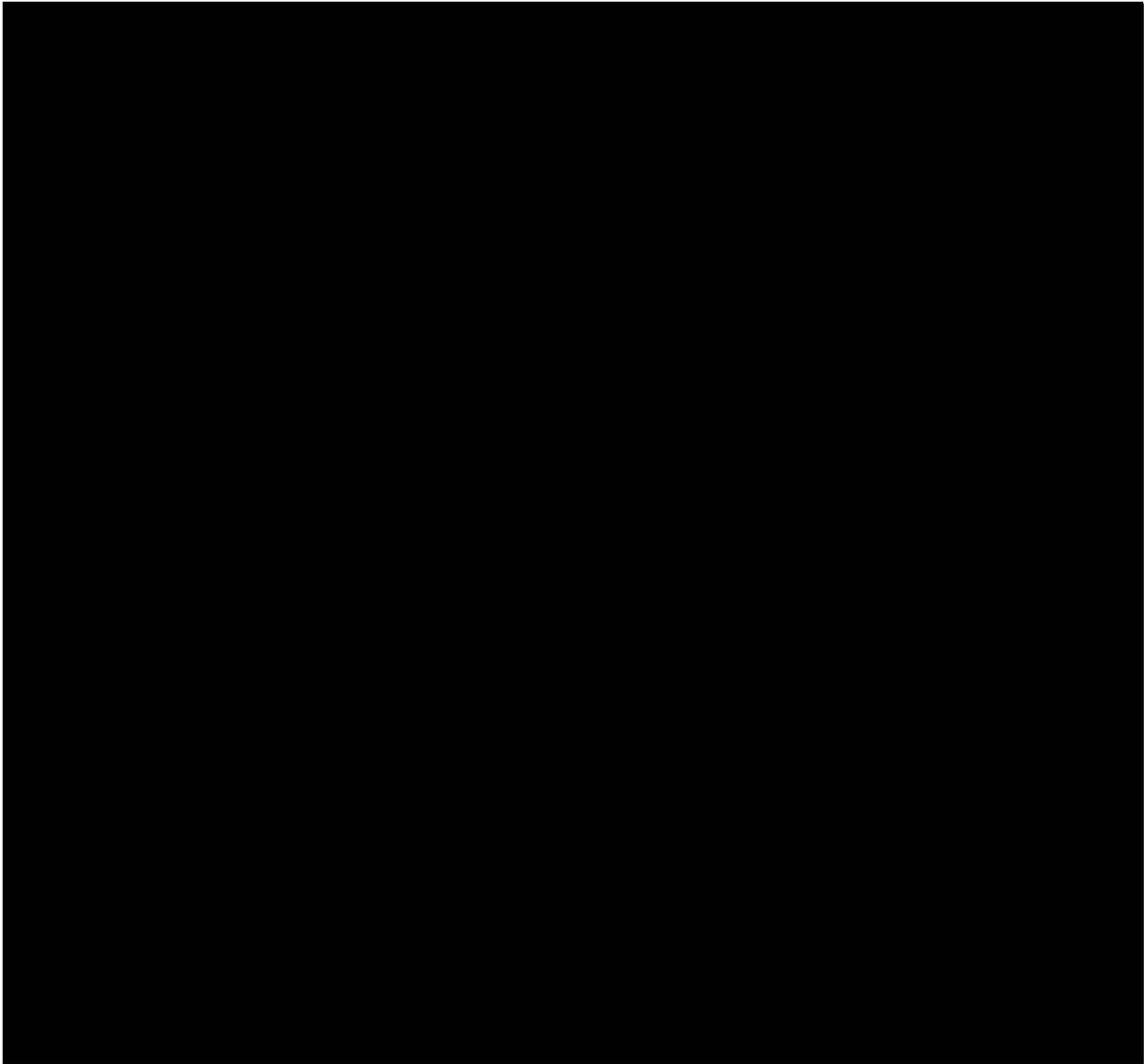




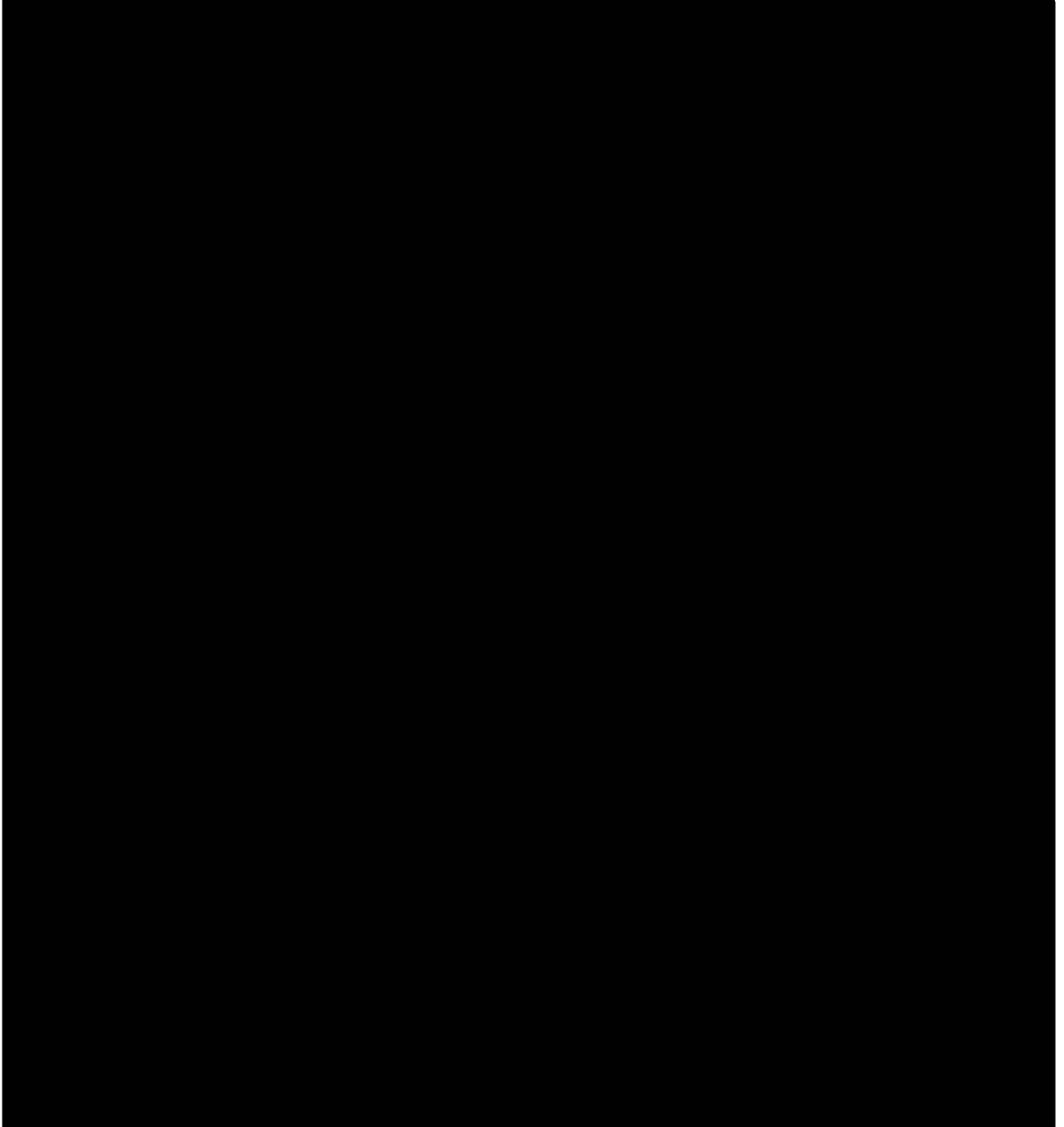


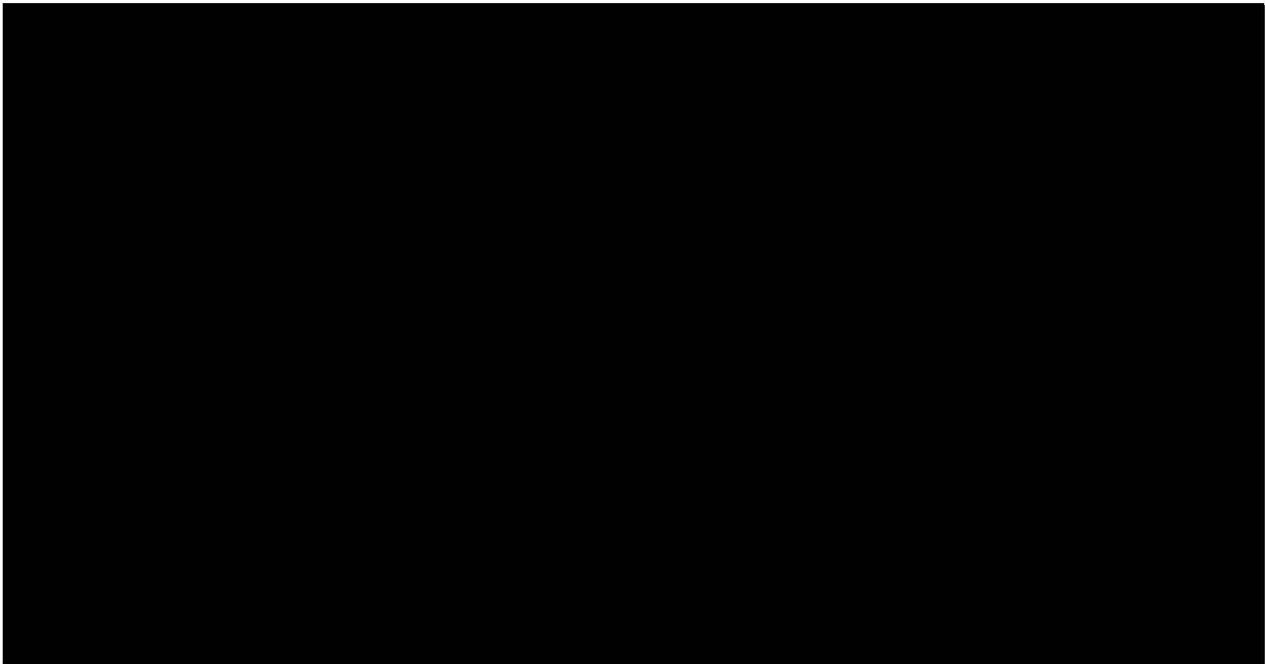


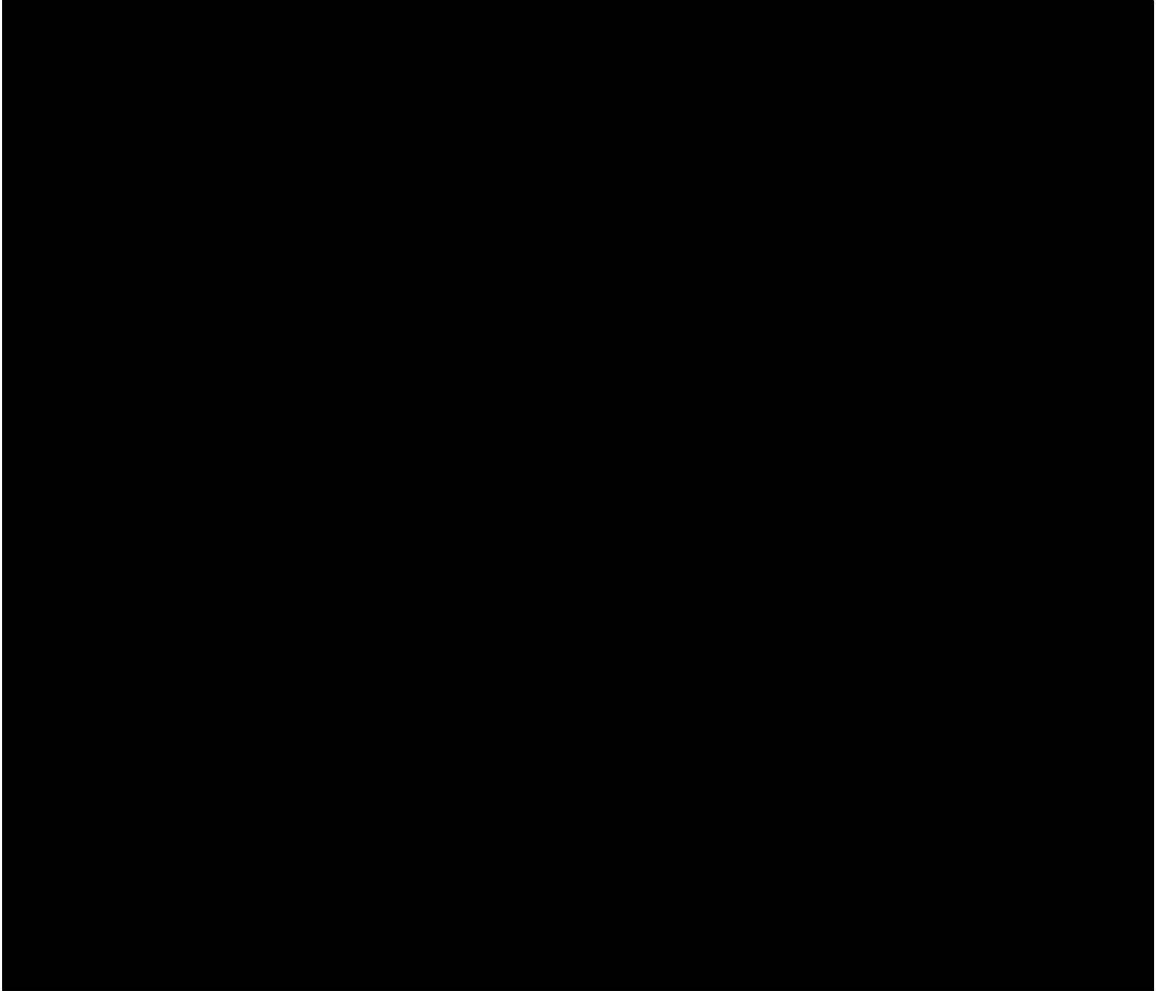














**PROGRAM COORDINATOR PLAYBOOK**

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#### FINAL EVENT PAPERWORK POLICY & PROCEDURE

ALL EVENT PAPERWORK MUST BE RECEIVED BY THE OFFICE ON THE SECOND BUSINESS DAY FOLLOWING AN EVENT. PROGRAM COORDINATORS ARE RESPONSIBLE FOR UPS-ING ALL EVENT PAPERWORK TO CORPORATE FOR OVERNIGHT DELIVERY. EVENT PAPERWORK IS INCLUSIVE OF ENROLLMENT FORMS, ADDENDUMS, FORMS OF PAYMENT, EXPENSE REPORTS, SURVEYS, HOTEL FILES, CONFIRMATION CARDS, MARKETING TICKETS, PHOTO & TESTIMONIAL CONSENT SHEETS, AND ANY STUDENT PHOTOS.

ALL PAPERWORK SHALL BE SHIPPED BACK TO THE OFFICE IN THE FOLLOWING MANNER:

- All final event paperwork will be sent to the attention of Liliana Hernandez and mailed to 40 Wall Street, 32<sup>nd</sup> Floor, New York, NY 10005.
- Tracking numbers will be emailed to [lhernandez@trumpuniversity.com](mailto:lhernandez@trumpuniversity.com) and [dong@trumpuniversity.com](mailto:dong@trumpuniversity.com) once the paperwork is mailed.
- All final event paperwork will be UPS'd in a manner that it will be received the second business day following an event. *For example: When an event ends on a Sunday, all paperwork will be sent out on Monday "overnight" so that it is received by Tuesday (the second business day after the event).*
- Paperwork will be complete and inclusive of each of the following elements:
  - Any and all payments (checks, money orders from cash collected, etc.), enrollment forms, addendums, and forms of payment are to be clipped together and labeled "Attn: Lily."
  - Appropriate receipt and documentation from any cash received by the hotel from the PC that has been put towards the final bill.
  - All confirmation cards and marketing tickets are to be bundled together. The top card of each event should have the event code clearly written in the appropriate field
  - All Full & Finals are to be clipped together with supporting documents and labeled "Denise".
  - All expense report forms are to be clipped together and labeled "April."

Additionally, the following 3-day training components must be included, grouped, and labeled as follows:

- Any refund forms are to be clipped and labeled "Lily."
- All surveys are to be grouped together and labeled "Denise."



PREVIEW EVENT REPORTING GUIDELINES

REPORT	SOURCE/TEMPLATE	ROUTING LIST	DEADLINE
DAY 1 REPORT FOR 1PM SHOW	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF EACH EVENT
DAY 1 REPORT FOR 7PM SHOW			
DAY 2 REPORT FOR 1PM SHOW			
DAY 2 REPORT FOR 7PM SHOW			
DAY 3 REPORT FOR 1PM SHOW			
DAY 3 REPORT FOR 7PM SHOW			
DAY 4 REPORT FOR 1PM SHOW			
DAY 4 REPORT FOR 7PM SHOW			

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FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	[REDACTED]	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF LAST EVENT
DAY 1 RECORDING FOR 1PM SHOW	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: DONG@TRUMPUNIVERSITY.COM AND ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AND YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)	[REDACTED]	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 1 RECORDING FOR 7PM SHOW				
DAY 2 RECORDING FOR 1PM SHOW				
DAY 2 RECORDING FOR 7PM SHOW				
DAY 3 RECORDING FOR 1PM SHOW				
DAY 3 RECORDING FOR 7PM SHOW				
DAY 4 RECORDING FOR 1PM SHOW				
DAY 4 RECORDING PM FOR 7PM SHOW				

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DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM		TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY (FOR EACH HOTEL VISITED)	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM; EDANIELS@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM		TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE			TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT
SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS & CONDITIONS	ALL COMPLETED PAPERWORK	SEND VIA FEDEX OVERNIGHT TO: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ  TRACKING NUMBER MUST BE SENT VIA		TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS ON THURSDAY, PAPERWORK TO BE SENT OVERNIGHT ON FRIDAY TO ARRIVE MONDAY BEFORE 10AM.)

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<b>FULL &amp; FINALS</b>	COLLECT, REVIEW, & SIGN FINAL BANQUET CHECKS UPON APPROVAL	<b>EMAIL TO:</b> STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: LHERNANDEZ@TRU MPUNIVERSITY.CO M; DONG@TRUMPUNI VERSITY.COM; ANEUMANN@TRU MPUNIVERSITY.CO M	[REDACTED]	TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)
<b>SHIPPING LIST</b>	SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)	LIVE EVENTS COORDINATOR: DONG@TRUMPUNI VERSITY.COM	[REDACTED]	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT

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FULLFILLMENT EVENT REPORTING GUIDELINES

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REPORT	SOURCE/TEMPLATE	ROUTING LIST	DEADLINE
DAY 1 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 1
DAY 2 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 2
FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT BY MIDNIGHT (EVENT TIME ZONE) ON DAY 3
DAY 1 RECORDINGS	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS:	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 2 RECORDINGS			



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CLOSE RECORDING		DONG@TRUMPUNIVERSITY.COM AND		
DAY 3 RECORDINGS (SEPARATE STAFF SPEAKERS)		ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AN		
		YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)		
STUDENT PHOTOS	CAMERA	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM		TO BE SENT WITHIN 24 HOURS OF EVENT
DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM		TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM;		TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE	EDANIELS@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM		TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT

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<p>SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS &amp; CONDITIONS SURVEYS (FROM FULFILLMENTS &amp; RETREATS ONLY) SIGNED ROSTERS FROM DAY 1, DAY 2, DAY 3</p>	<p>ALL COMPLETED PAPERWORK</p>	<p>SEND VIA FEDEX OVERNIGHT TO STAFF ACCOUNTANT: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ</p> <p>TRACKING NUMBER MUST BE SENT VIA EMAIL TO: STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR &amp; DIRECTOR OF OPERATIONS: LHERNANDEZ@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM</p>	<p>[REDACTED]</p>	<p>TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS SUNDAY, PAPERWORK TO BE SENT OVERNIGHT ON MONDAY TO ARRIVE TUESDAY BEFORE 10AM.)</p>
<p>FULL &amp; FINALS</p>	<p>COLLECT, REVIEW, &amp; SIGN FINAL BANQUET CHECKS UPON APPROVAL</p>	<p>[REDACTED]</p>	<p>[REDACTED]</p>	<p>TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)</p>
<p>SHIPPING LIST</p>	<p>SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)</p>	<p>LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM</p>	<p>[REDACTED]</p>	<p>TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT</p>

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**RETREAT REPORTING GUIDELINES**

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REPORT	SOURCE/TEMPLATE	ROUTING LIST	DEADLINE
DAY 1 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 1
DAY 2 REPORT	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT BY NOON (EVENT TIME ZONE) ON DAY 2
FINAL EVENT SYNOPSIS	AUTO-POPULATED FROM DEV SERVER	AUTO-POPULATED ROUTING LIST ON DEV	TO BE SENT WITHIN 1 HOUR OF CULMINATION OF EVENT ON DAY 3
DAY 1 RECORDINGS	MINI RECORDER	LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: DONG@TRUMPUNIVERSITY.COM AND ANEUMANN@TRUMPUNIVERSITY.COM WITHIN 24 HOURS OF EVENT. (PLEASE SEE RECORDING SOP AN YOUSENDIT.COM PROCEDURE FOR FURTHER INSTRUCTION)	TO BE SENT WITHIN 24 HOURS OF EVENT
DAY 2 RECORDINGS			
DAY 3 RECORDINGS			

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DEBRIEF REPORT	UTILIZE DEBRIEF TEMPLATE	DIRECTOR OF OPERATIONS & SALES COORDINATOR TRAINER: ANEUMANN@TRUMPUNIVERSITY.COM; RLOTMAN@TRUMPUNIVERSITY.COM		TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT
HOTEL SURVEY	UTILIZE HOTEL SURVEY TEMPLATE	LIVE EVENT PLANNING TEAM, DIRECTOR OF OPERATIONS & LIVE EVENTS COORDINATOR: SJALIL@TRUMPUNIVERSITY.COM; EDANIELS@TRUMPUNIVERSITY.COM;		TO BE EMAILED WITHIN 24 HOURS OF EVENT
VARIANCE REPORTS (ONLY NECESSARY IN THE ABSENCE OF FULL & FINALS)	UTILIZE VARIANCE TEMPLATE	ANEUMANN@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM		TO BE SENT VIA FEDEX WITHIN 3 BUSINESS DAYS OF EVENT
SEND FINAL PAPERWORK: REGISTRATION CARDS FROM EVENT ALL ENROLLMENT FORMS AND TERMS & CONDITIONS SURVEYS SIGNED ROSTERS FROM DAY 1	ALL COMPLETED PAPERWORK	SEND VIA FEDEX OVERNIGHT TO: TRUMP UNIVERSITY 40 WALL STREET, 32ND FLOOR NEW YORK, NY 10005 ATTN: LILIANA HERNANDEZ  TRACKING NUMBER MUST BE SENT VIA EMAIL TO: STAFF ACCOUNTANT, LIVE EVENTS COORDINATOR & DIRECTOR OF OPERATIONS: LHERNANDEZ@TRUMPUNIVERSITY.COM; DONG@TRUMPUNIVERSITY.COM; ANEUMANN@TRUMPUNIVERSITY.COM		TO BE RECEIVED BY 10AM, SECOND BUSINESS DAY AFTER EVENT (EVENT ENDS SUNDAY, PAPERWORK TO BE SENT OVERNIGHT ON MONDAY TO ARRIVE TUESDAY BEFORE 10AM.)

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<b>FULL &amp; FINALS</b>	COLLECT, REVIEW, & SIGN FINAL BANQUET CHECKS UPON APPROVAL		[REDACTED]	TO BE RECEIVED WITH FINAL EVENT PAPERWORK (SAME AS ABOVE)
<b>SHIPPING LIST</b>	SENT VIA FREE STYLE EMAIL (SEE SHIPPING SOP)	LIVE EVENTS COORDINATOR: DONG@TRUMPUNIVERSITY.COM	[REDACTED]	TO BE EMAILED WITHIN 24 HOURS OF CULMINATION OF EVENT

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#### NO EMAIL PROCEDURE

THE "NO EMAIL" OPTION ON THE DEV SHALL BE UTILIZED FOR ALL ATTENDEES WHO DO NOT HAVE A VALID EMAIL ADDRESS. PROGRAM COORDINATORS SHOULD NEVER MAKE UP AN EMAIL ADDRESS FOR AN ATTENDEE WITHOUT AN EMAIL ADDRESS.

- All attendees should be asked at the registration table for a valid email address if they have not written one in the email field on their confirmation card. If there is any resistance, inform them that our system utilizes their email address as their user id.

- In the very rare and extreme circumstance that an attendee asks specifically not to be reached by email, quietly inform them (out of earshot of any other attendees) that you will make sure that they do not receive any emails from us. Make a note on their card to serve as a reminder when entering into the dev later. After entering their information, go back into their profile by clicking into their email address from the roster. Click edit the user profile. Scroll to the bottom of the student's information and under "Contact Options," click the box next to: **No email:** Please do not send me any email whatsoever. This will prohibit the attendee from receiving any emails from Trump University.

ATTENDEES WITHOUT EMAIL ADDRESSES SHOULD BE ENTERED IN THE FOLLOWING MANNER:

- In the case that a preview primary attendee not have an email address, the Program Coordinator must scroll to the top of the roster and click: Sign up someone not shown below (Use for Walk-ins, NOT GUESTS) and then click For events, sign up someone without an email address-- BUT DISCOURAGED. In the attendee's profile, the PC will need to click: No email? This will allow the student's account to be created without a valid email.

- In the case that a preview guest attendee does not have an email address, the Program Coordinator must scroll over to the right of the primary attendee he or she is associated with and click: Add This will open a pop-up window asking for the guest's first name, last name, and email address. Click: (No Email?) and a default email address will populate. Then click "Update Guest Information" to save.

- In the instance that a couple that is registering utilizes a joint email address; attach the email address to the primary attendee. Then create a guest account with a default email address through following the directions in the bullet above.

- If at any point a PC has trouble with the "No Email" link, an email should be sent immediately to [techsupport@trumpuniversity.com](mailto:techsupport@trumpuniversity.com) and [aneumann@trumpuniversity.com](mailto:aneumann@trumpuniversity.com) with a brief description of the problem that is being encountered.





**ADDENDUM TO RECORDING PROCEDURE**

IN THE INSTANCE THAT THE ASSIGNED PROGRAM COORDINATOR IS UNABLE TO PROVIDE RECORDING(S) FOR A PARTICULAR EVENT, WHETHER IT BE A SEMINAR, FULFILLMENT, OR WORKSHOP, THE PROGRAM COORDINATOR WILL BE HELD RESPONSIBLE FOR THE MISSING RECORDING AND WILL BE PENALIZED THROUGH THEIR PAY IN THE FOLLOWING MANNER:

**PREVIEW EVENT**

**\$50 PER SESSION**

**SESSION MUST BE INCLUSIVE OF ORIENTATION RECORDING**

*For example, as indicated in the Recording Procedure, the 90 minute preview must be recorded, as well as the orientation for buyers. Failure to provide both of these components per session will result in the above fee being deducted from the responsible Program Coordinator's paycheck.*

**3 DAY TRAINING EVENT**

**\$75 CLOSE**

*As indicated in the Recording Procedure, all three day training closes must be recorded separately. Failure to provide the recording of the close for a three day training will result in the above fee being deducted from the responsible Program Coordinator's paycheck.*

**\$25 PER STAFF SPEAKER**

*For example, if a sales coordinator speaks from the front of the room at an event, this segment must be recorded as indicated in the Recording Procedure. Failure to provide the recording of the staff speaker will result in the above fee being deducted from the responsible Program Coordinator's paycheck.*

**\$50 PER DAY**

*In the case that the responsible Program Coordinator cannot provide an entire day's recording for a three day training, the above fee will be deducted from the Program Coordinator's paycheck. In the instance that the day that is unobtainable is also the day that a close was presented, a total of \$125 will be deducted from the responsible Program Coordinator's paycheck.*

I have read and am in agreement with the above terms for the Trump University Recording Procedure.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



**PROGRAM COORDINATOR TIPPING POLICY**

PROGRAM COORDINATORS WILL BE REIMBURSED FOR TIPPING BELLSTAFF AND BANQUET PERSONNEL UP TO THE INCREMENTS BELOW. ALL EXPENSE REPORTS MUST ITEMIZE TIPS DISPURSED TO EACH INDIVIDUAL THAT IS RECEIVING.

**3 DAY PREVIEW EVENT**

Program Coordinators may be reimbursed up to the amount of \$24 per three day preview campaign  
(Up to \$8/day)  
TIPPING GUIDE

An acceptable tip for bell staff assisting with your boxes or luggage would be \$3\*

An acceptable tip for a valet is \$2\*\*

*\*As a reminder, the Sales Coordinators are on your team to assist with such duties as carting boxes, and moving equipment. If at any time a Program Coordinator is left behind by the team to move equipment on her own, the Operations Manager, April Neumann, should be notified of the situation so that it can be remedied with the Sales Coordinators on staff.*

*\*\*It is the duty of the Event Planning Manager, Salma Jalil, to negotiate one complimentary parking pass for the staff vehicle onsite. The Program Coordinator must refer to the spec sheet that is sent from the Live Event Planner, Eleanor Daniels, prior to the campaign, in order to work with hotel staff to receive appropriate parking vouchers and park in designated areas. The team should never be parking in the valet area unless the parking rate has been comped or significantly reduced.*

**4 DAY PREVIEW EVENT**

Program Coordinators may be reimbursed up to the amount of \$32 per four day preview campaign  
(Up to \$8/day)

Please reference Tipping Guide above

**3 DAY FULFILLMENT OR RETREAT**

Program Coordinators may be reimbursed up to the amount of \$20 per three day preview campaign  
(Up to \$6/day)  
TIPPING GUIDE

An acceptable tip for an audio visual representative that goes above and beyond would be \$5

An acceptable tip for bell staff assisting with your boxes or luggage would be \$3\*

An acceptable tip for a valet is \$2\*\*

*\*As a reminder, the Sales Coordinators are on your team to assist with such duties as carting boxes, and moving equipment. If at any time a Program Coordinator is left behind by the team to move equipment on her own, the Operations Manager, April Neumann, should be notified of the situation so that it can be remedied with the Sales Coordinators on staff.*

*\*\*It is the duty of the Event Planning Manager, Salma Jalil, to negotiate one complimentary parking pass for the staff vehicle onsite. The Program Coordinator must refer to the spec sheet that is sent from the Live Event Planner, Eleanor Daniels, prior to the campaign, in order to work with hotel staff to receive appropriate parking vouchers and park in designated areas. The team should never be parking in the valet area unless the parking rate has been comped or significantly reduced.*



**SHIPPING & ORDERING FORMULA**

•The shipping formulae for necessary materials are as follows:

- **Preview Event:** PC must have adequate materials for 100% of total registered on the 7<sup>th</sup> business day before the event.
- **Fulfillment Event:** PC must have adequate materials for whichever is greater on the 7<sup>th</sup> business day before the event: 100% of primaries registered x 1.75 OR number enrolled in event
- **Workshop:** PC must have adequate materials for 80% of total registered
- **Retreat:** PC must have adequate materials for total registered for the retreat x 1.15

In the case that the preview event has not yet concluded, the Live Event Coordinator will order based on a 45% show rate on the dev and a 20% conversion. For example, if today is Wednesday, then the order for next week's fulfillment (that begins on Friday) will need to be placed by 10am tomorrow morning. If the preview is still in progress, the LEC will calculate from the "Preview Totals" amount in the "Tot Reg" column on the dev. The "Preview Totals" amount will be the total people registered for each session of the campaign combined. The LEC will then multiply the "Preview Totals" in the "Tot Reg" column by .45 and then multiply that number by .2. This number is the expected number of buyers for the entire preview event. The LEC will then multiply the number of expected buyers by 1.5 to account for guests and add 5 as a safety net. The end result is the number that the PC should accounting for in their ordering for the fulfillment.

*For example: If the "Preview Totals" in the "Tot Reg" row is 385 the formula is executed as follows:*

*385 x .45 = 173 (Expected Attendees)*

*173 x .2 = 35 (Expected Buyers)*

*35 x 1.5 = 53 (Expected Attendees for Fulfillment Inclusive of Guests)*

*53 + 5 = 58 (Expected Attendees Inclusive of Safety Net)*

*The LEC will order for 58 of all materials for the fulfillment.*



**SHIPPING CHARTS & SHIPPING LIST  
POLICY & PROCEDURE**

SHIPPING CHARTS MUST BE FOLLOWED AT ALL TIMES. SHIPPING LISTS MUST BE SENT TO THE LIVE EVENT COORDINATOR (LEC) NO MORE THAN 24 HOURS AFTER THE CONCLUSION OF AN EVENT.

- The Shipping Chart must be followed at all times. Any unauthorized deviations from the Shipping Chart, whether due to a wrong waybill or a mistake in choosing the shipping method, will be penalized the difference between the current Ground ship rate and the chosen method's ship rate.
  - Shipping to personal addresses of any kind must have prior approval from the LEC. If a Program Coordinator is found to have used the Trump University account to ship to a personal address without prior explanation or approval, she will be charged the whole amount.
- The Event Ship List is a document to be sent to each Program Coordinator the day before they are scheduled to work an event. It will include all the shipping information from the three parties responsible for shipping to an event: 1) the PC from the previous event; 2) EBSCO Media, and 3) the Live Event Coordinator.
  - **INITIAL SHIPPING LIST:** This List will come from the Program Coordinator of the previous event and must contain a close-to-accurate count of the materials to be sent to the next event. It must be sent to the LEC no later than the day after the conclusion of an event, along with the tracking numbers and a Pick-Up Confirmation Number. If possible, the PC can also send the name and phone number of the person with whom the packages were left.

The PC must inform the LEC within 12 hours upon discovery if there are any damages or losses to the Trump University marketing materials (banners, directional signs, and tablecloths) in order to have them replaced in a timely manner.

- **EBSCO:** Ordering is dependent on the Initial Shipping List so that we do not over- or under-order for any of the events. The LEC will always order enough to cover what is not indicated in the Initial List (based on the Shipping Formula).
- **LEC:** Materials coming from 40 Wall would include any replacement materials (i.e. banners, AV equipment), office supplies, Day 1 documents for fulfillments or other things that might be needed for any event.

These materials will always go out on Tuesdays, 4 PM EST. The PC must communicate if they will need any supplies on or before that time otherwise, they will be responsible for procuring what they need.

The Final Event Shipping List will contain the contents of each package sent and its corresponding tracking number, the total number of packages to expect at the event, their delivery date and the person who signed for the packages. The Program Coordinator who receives this List is responsible for ensuring that all the materials listed are present and are in good condition.

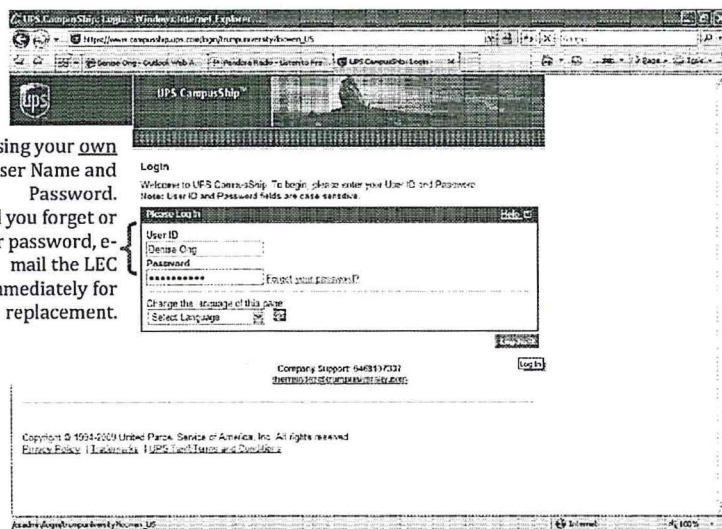


### UPS SHIPPING POLICY & PROCEDURE

ALL MARKETING, COLLATERAL AND SUPPORTIVE MATERIALS MUST BE PROPERLY ACCOMPLISHED AND CODED BEFORE SHIPPING. ALL PACKAGES MUST BE SHIPPED VIA **UPS GROUND** FOR ALL EVENTS.

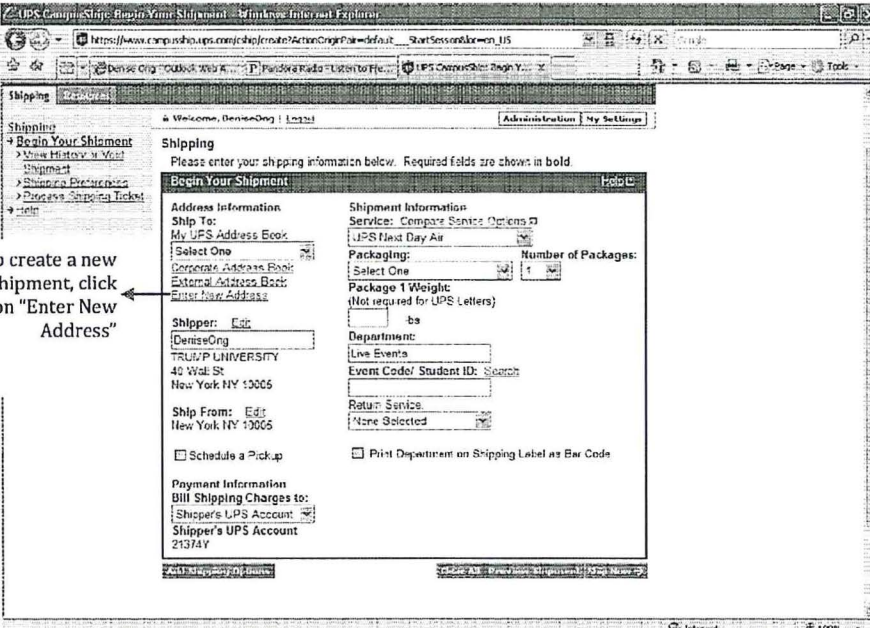
- ALL UPS labels must be created using each Program Coordinator's individual UPS Campus Ship account.
  - It is the Program Coordinator's responsibility to do the labels online. Should an extenuating circumstance occur (i.e. broken printer, ran out of ink), the PC must exhaust all other printing possibilities available (i.e. hotel business center, front desk). If there are no other options available, PC must inform the Live Event Coordinator (LEC) prior to filling out a manual waybill.
    - If a manual waybill must be used, the Program Coordinator must ensure that it is a GROUND waybill. Accomplishing any other waybill will incur additional charges that will, whether by accident or not, be charged back to the Program Coordinator.
- Creating A UPS Label:

Log in using your **own** User Name and Password. Should you forget or lose your password, e-mail the LEC immediately for replacement.



STEP 1

ST  
EP 2



Shipping

Welcome, Denise Ong | Logout | Administration | My Settings

**Shipping**  
Please enter your shipping information below. Required fields are shown in bold

**Begin Your Shipment**

**Address Information**  
 Ship To: My UPS Address Book  
 Select One  
 Corporate Address Book  
 External Address Book  
 Enter New Address

**Shipment Information**  
 Services: Compare Service Options  
 USPS Next Day Air  
 Packaging: Select One  
 Number of Packages: 1  
 Package 1 Weight: (Not required for UPS Letters)  
 Department: bs  
 Live Events  
 Event Code/ Student ID: Search  
 Return Service: None Selected  
 Print Department on Shipping Label as Bar Code

Schedule a Pickup

**Payment Information**  
 Bill Shipping Charges to:  
 Shipper's UPS Account  
 Shipper's UPS Account: 21374Y

To create a new shipment, click on "Enter New Address"

**STEP 2.1.**



UPS CampusShip: Enter New Address - Windows Internet Explorer

https://www.compuShip.ups.com/cship/create?ActionOriginPar=EditShipToPOPLP... EmptyPage&TC\_TIN...

Required fields are shown in **bold**. (\*required for international destinations and UPS Next Day Air Early A.M. service)

**Enter New Address**

<b>Company or Name:</b> TRUMP UNIVERSITY	<b>State:</b> New York
<b>*Contact:</b> DENISE ONG	<b>ZIP Code:</b> 10005
<b>Country:</b> United States	<b>*Telephone:</b> 2122481800
<b>Address:</b> 40 WALL ST FL 32	<b>Ext.:</b> 
<b>City:</b> NEW YORK	<b>E-mail:</b> dong@trumpuniversity.com

Residential Address

**My UPS Address Book Options**  
Save as New Entry

**Save or Update as:**  
TRUMP UNIVERSITY

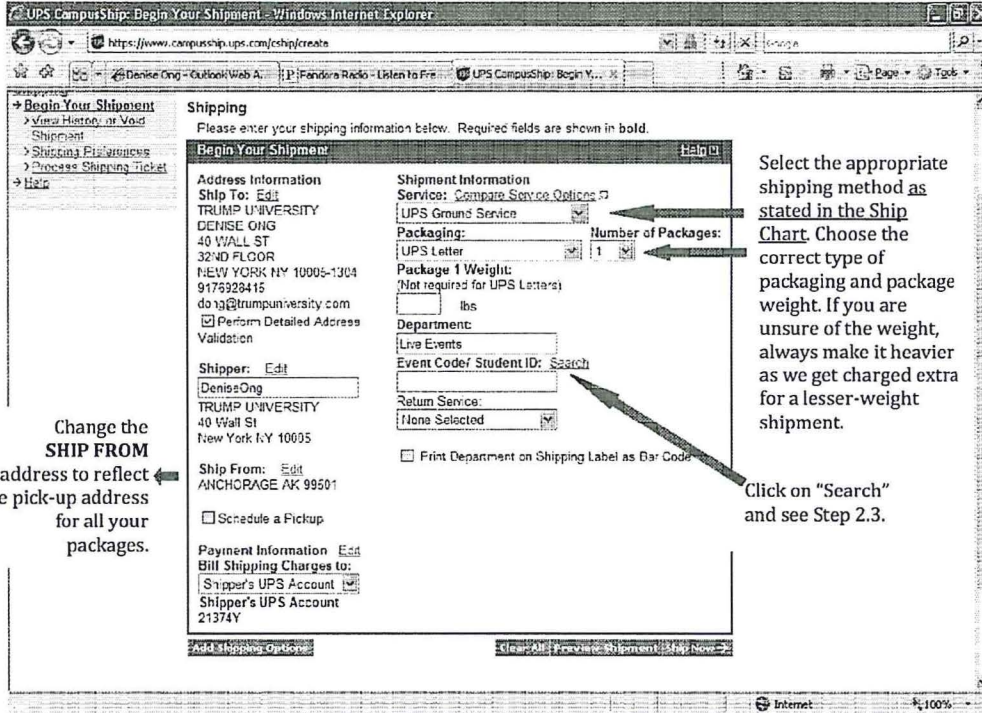
Perform Detailed Address Validation

Cancel Cancel Update

Internet 100%

Fill out ALL the fields marked in **BOLD**.

**STEP 2.2**



**Shipping**  
Please enter your shipping information below. Required fields are shown in bold.

**Begin Your Shipment** Help

**Address Information**  
 Shp To: **Edit**  
 TRUMP UNIVERSITY  
 DENISE ONG  
 40 WALL ST  
 32ND FLOOR  
 NEW YORK NY 10005-1304  
 9175928415  
 do1q@trumpuniversity.com  
 Perform Detailed Address Validation

**Shipper:** **Edit**  
 DeniseOng  
 TRUMP UNIVERSITY  
 40 Wall St  
 New York N.Y 10005

**Ship From:** **Edit**  
 ANCHORAGE AK 99501  
 Schedule a Pickup

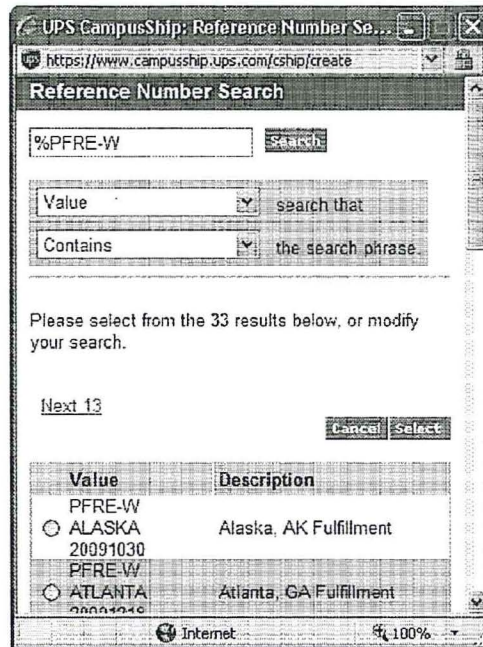
**Payment Information** **Edit**  
 Bill Shipping Charges to:  
 Shipper's UPS Account  
 Shipper's UPS Account  
 21374Y

**Shipment Information** **Compare Service Options**  
 UPS Ground Service  
**Packaging:** **Number of Packages:**  
 UPS Letter  
 Package 1 Weight:  
 (Not required for UPS Letters)  
 lbs  
 Department:  
 Live Events  
 Event Code/ Student ID: **Search**  
 Return Service:  
 None Selected  
 Print Department on Shipping Label as Bar Code

**Annotations:**  
 - Change the **SHIP FROM** address to reflect the pick-up address for all your packages. (points to Ship From field)  
 - Select the appropriate shipping method as stated in the **Ship Chart**. Choose the correct type of packaging and package weight. If you are unsure of the weight, always make it heavier as we get charged extra for a lesser-weight shipment. (points to UPS Ground Service and Number of Packages dropdowns)  
 - Click on "Search" and see Step 2.3. (points to Search button)

**STEP 2.3.** ALL packages must be properly referenced with the correct Event Code corresponding to your packages' next destination, as per the Ship Chart. If you are shipping Paperwork, choose the Event Code for the event your paperwork is for.

Make sure to choose the correct Event Code from the Reference Number list, as per the Ship Chart. To search for the Event Code, type in "%" and the city or event reference you are looking for (see legend on right) and choose from the options provided. Read the description and re-confirm that it is the correct event code that you are looking for.



**EVENT CODES:**  
 PFRE-O - Preview  
 PFRE-W - Fulfillment  
 RTR - Retreat

**STEP 2.4.** After all fields have been accomplished, click on "Add Shipping Options" to move to Step 3.

UPS CampusShip: Begin Your Shipment - Windows Internet Explorer

https://www.campusship.ups.com/ship/create

Denise Ong - Outlook Web A... Pandora Radio - Listen to Fre... UPS CampusShip: Begin Y...

Begin Your Shipment

Shipping

Please enter your shipping information below. Required fields are shown in bold.

Begin Your Shipment

<p><b>Address Information</b></p> <p>Ship To: <a href="#">Edit</a></p> <p>TRUMP UNIVERSITY DENISE ONG 40 WALL ST 32ND FLOOR NEW YORK NY 10005-1304 9176528415 dong@trumpuniversity.com</p> <p><input checked="" type="checkbox"/> Perform Detailed Address Validation</p> <p><b>Shipper:</b> <a href="#">Edit</a></p> <p>DeniseOng TRUMP UNIVERSITY 40 Wall St New York NY 10035</p> <p><b>Ship From:</b> <a href="#">Edit</a></p> <p>ANCHORAGE AK 99501</p> <p><input type="checkbox"/> Schedule a Pickup</p> <p><b>Payment Information</b> <a href="#">Edit</a></p> <p>Bill Shipping Charges to: Shipper's UPS Account <input checked="" type="checkbox"/> Shipper's UPS Account 21374Y</p>	<p><b>Shipments Information</b></p> <p>Service: <a href="#">Compare Service Options</a></p> <p>UPS Ground Service</p> <p>Packaging: <input type="text"/> Number of Packages: <input type="text"/></p> <p>UPS Letter <input checked="" type="checkbox"/> 1</p> <p>Package 1 Weight: (Not required for UPS Letters) <input type="text"/> lbs</p> <p>Department: <input type="text"/></p> <p><input type="checkbox"/> Live Events</p> <p>Event Code/ Student ID: <a href="#">Search</a></p> <p>PFRE-W NEW YORK 2009</p> <p>Return Service None Selected <input checked="" type="checkbox"/></p> <p><input type="checkbox"/> Print Department on Shipping Label as Bar Code</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

[Add Shipping Information](#) [Cancel](#) [View Shipping Summary](#) [Print Label](#)

Internet 100%

STEP 3 Confirm all details.

**Address Information**

<b>Ship To:</b> Edit TRUMP UNIVERSITY DENISE O'HG 9176929415 40 WALL ST 32ND FLOOR NEW YORK NY 10005-1304	<b>Shipper:</b> Edit TRUMP UNIVERSITY Denise O'g 6458167354 40 Wall St 32nd floor New York NY 10005	<b>Ship From:</b> Edit HILTON ANCHORAGE GUEST DENISE O'HG 9176929415 500 W 3RD AVE ANCHORAGE AK 99501
-----------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------

Perform Detailed Address Validation

**Shipment Information**

**Service:** UPS Ground Service

Schedule a Pickup

Saturday Delivery

**Number of Packages:** 1

**Return Service:** None Selected

Print Department on Shipping Label as Bar Code

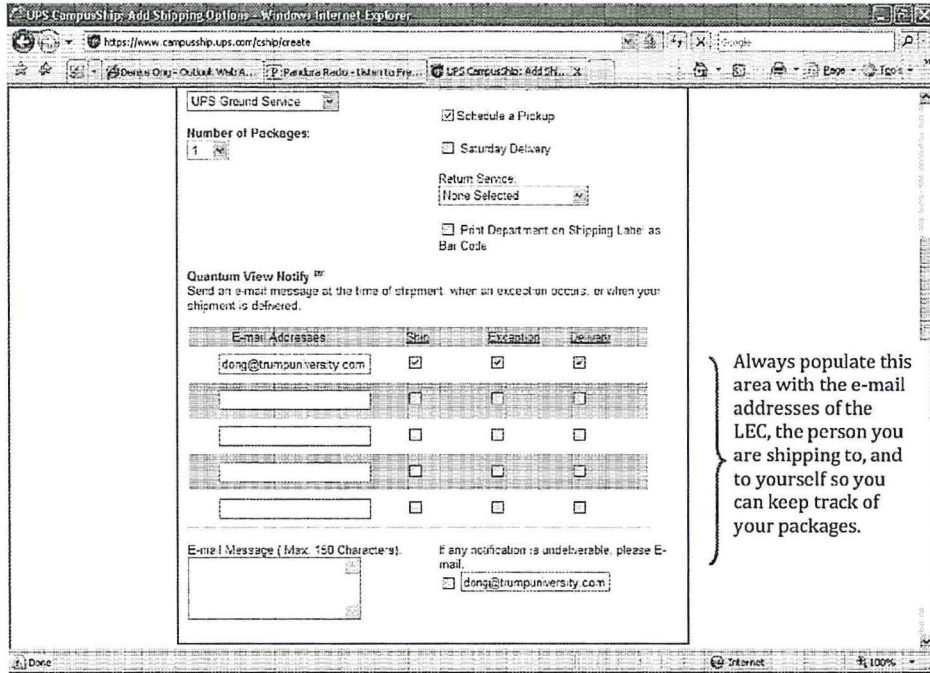
**Quantum View Notify™**  
Send an e-mail message at the time of shipment, when an exception occurs, or when your shipment is delivered.

Email/Addresses:  Ship:  Exception:  Delivery:

Reconfirm the Ship To and Ship From addresses.

Check the "Schedule a Pickup" box to be redirected to the Pickup Page (Step 4)

**STEP 3.1.**



UPS CampusShip Add Shipping Options - Windows Internet Explorer

https://www.campusship.ups.com/cship/create

UPS Ground Service

Number of Packages: 1

Schedule a Pickup

Saturday Delivery

Return Service: None Selected

Print Department on Shipping Label as Bar Code

Quantum View Notify™  
Send an e-mail message at the time of shipment when an exception occurs, or when your shipment is delivered.

E-mail Addressee	Ship	Exception	Delivered
dong@trumpuniversity.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E-mail Message (Max. 150 Characters):

If any notification is undeliverable, please E-mail:  dong@trumpuniversity.com

Always populate this area with the e-mail addresses of the LEC, the person you are shipping to, and to yourself so you can keep track of your packages.

**STEP 3.2.**

**Package Information**

Package 1 of 1

Package 1 of 1  
Packaging: My Packaging

Weight: (Not required for UPS Letters)  
2.0 lbs

Dimensions: Length Width Height  
in / in / in

Department: Live Events

Event Code/ Student ID: Search  
PFRE-W ALASKA 2605103

Reference 3: BANNERS

Shipper Release (Deliver without Signature)

Large Package M

Additional Handling

C.O.D. Amount: USD

Cashier's Check or Money Order Only

Delivery Confirmation:  
Signature Required

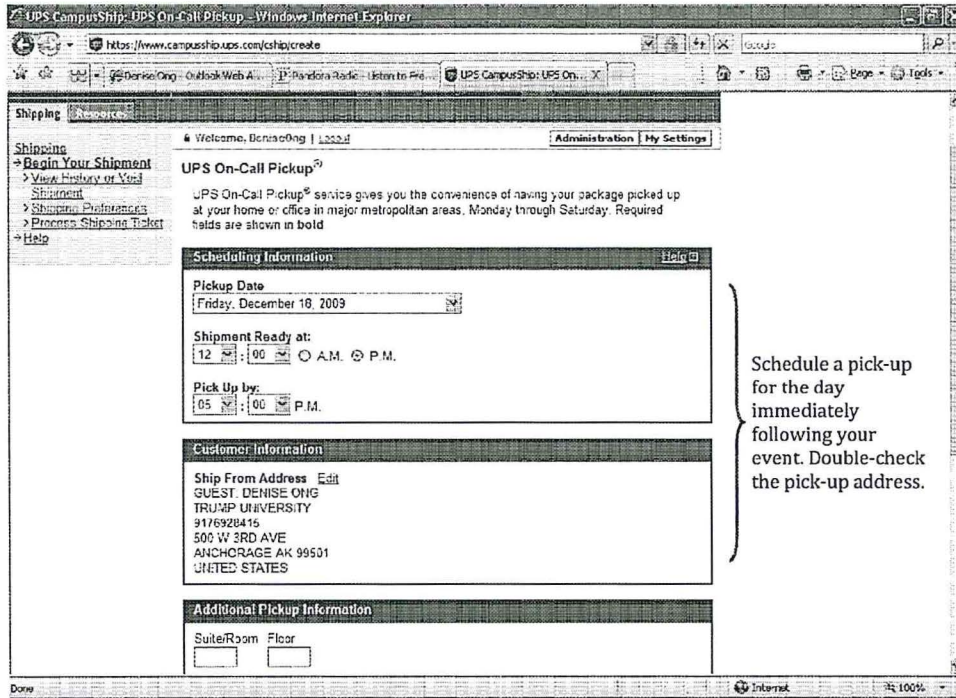
**Payment Information**

Payment Method Edit

Bill Shipping Charges to:  
Shipper's UPS Account  
Shipper's UPS Account 21374Y

Ensure that the Payment Method reflects the Trump University Shipper Account.

**STEP 4: Schedule your pick-up online.**



Shipping

Welcome, Denise Ong | Logout Administration My Settings

**UPS On-Call Pickup<sup>SM</sup>**

UPS On-Call Pickup<sup>SM</sup> service gives you the convenience of having your package picked up at your home or office in major metropolitan areas, Monday through Saturday. Required fields are shown in bold.

**Scheduling Information** [Help](#)

**Pickup Date**  
 Friday, December 18, 2009

**Shipment Ready at:**  
 12 :00 A.M. P.M.

**Pick Up by:**  
 05 :00 P.M.

**Customer Information**

**Ship From Address** [Edit](#)  
 GUEST, DENISE ONG  
 TRUMP UNIVERSITY  
 91/6928415  
 505 W 3RD AVE  
 ANCHORAGE AK 99501  
 UNITED STATES

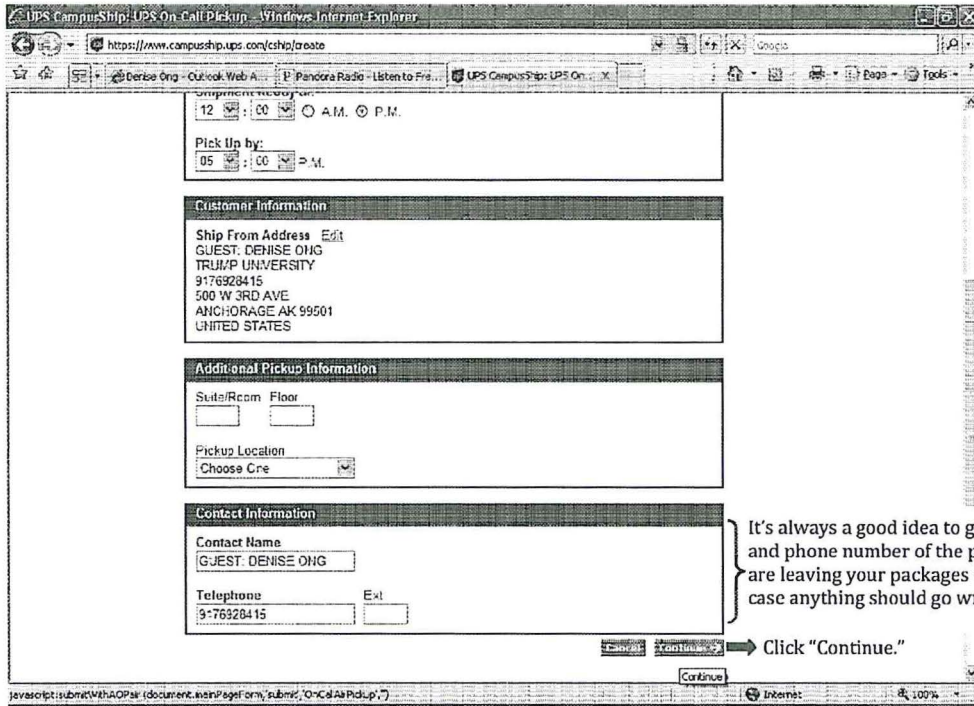
**Additional Pickup Information**

Suite/Room Floor

Schedule a pick-up for the day immediately following your event. Double-check the pick-up address.

STEP 4.1.





The screenshot shows a web browser window with the URL <https://www.campusship.ups.com/cship/create>. The form contains the following sections:

- Pickup Time:** A time selector set to 12:00, with radio buttons for A.M. and P.M.
- Pick Up by:** A time selector set to 05:00, with a radio button for P.M.
- Customer Information:** A text box containing:  
Ship From Address [Edit](#)  
GUEST, DENISE OHG  
TRUMP UNIVERSITY  
9176928415  
500 W 3RD AVE  
ANCHORAGE AK 99501  
UNITED STATES
- Additional Pickup Information:** Fields for "Suite/Room" and "Floor", a "Pickup Location" dropdown menu, and a "Choose Cne" dropdown menu.
- Contact Information:** Fields for "Contact Name" (GUEST, DENISE OHG), "Telephone" (9176928415), and "Ext" (empty).

At the bottom of the form, there are buttons for "Print" and "Continue". An arrow points from the text "Click 'Continue.'" to the "Continue" button.

It's always a good idea to get the name and phone number of the person you are leaving your packages with - just in case anything should go wrong....

**STEP 5** Preview your shipment one last time before hitting the Print button.

UPS CampusShip: Preview Shipment - Windows Internet Explorer

https://www.campusship.ups.com/ship/create

Shipping

Begin Your Shipment  
View History or Void  
Shipment  
Shipping Preferences  
Process Shipping Labels  
Help

Welcome, Denise Ong | Logout Administration | My Settings

### Preview Shipment

Please review your shipping summary for accuracy. To modify information select the appropriate edit link.

Address Information		
<b>Ship To:</b> <a href="#">Edit</a> THE BATTLE HOUSE- RENAISSANCE HOTEL HOLD FOR GUEST: SUSAN MORRISON 9176928415 26 NORTH ROYAL ST MOBILE AL 36602-3692	<b>Shipper:</b> <a href="#">Edit</a> TRUMP UNIVERSITY DENISEONG 6469107354 40 WALL ST 32ND FLOOR NEW YORK NY 10005	<b>Ship From:</b> <a href="#">Edit</a> TRUMP UNIVERSITY GUEST, DENISE ONG 9176928415 500 W 3RD AVE ANCHORAGE AK 99501

Shipment Information	
<b>Service:</b> *Guaranteed Fly Quantum View Notify™ 1: Ship, Delivery, Exception Quantum View Notify™ † *** UPS On-Call Pickup®: Shipment Ready at: Pick Up by:	UPS Ground Service <a href="#">Compare Service Options</a> End of Day, Tues 5 Jan, 2010 cong@trumpuniversity.com Total: ..... No Charge <a href="#">Edit</a> <a href="#">Cancel</a> 12:00 P.M. Monday, 12/21/2009 5:00 P.M. Monday, 12/21/2009

Final Surcharge: \*\*0.02

Done Internet 100%

UPS CampusShip: Preview Shipment - Windows Internet Explorer

https://www.campusship.ups.com/ship/create

Denise Ong - Outlook Web A... Pandora Radio - Listen to Fra... UPS CampusShip: Previe...

SHIP: Delivery; Exception		
Quantum View Notify <sup>SM</sup>		Total: ..... No Charge
1 *** UPS On-Call Pickup <sup>SM</sup> <a href="#">Edit</a> <a href="#">Cancel</a>		
Shipmen: Ready at:	12:30 P.M. Monday,	12/21/2009
Pick Up by:	5:00 P.M. Monday,	12/21/2009
Fuel Surcharge:		**0.42
Shipping:		**10.38

<b>Package Information</b> <a href="#">Edit</a>		
Package 1 of 1		
Package Type:	My Packaging	
Actual Weight:	2.0 lbs	
<a href="#">Publish Weight</a> <input type="checkbox"/>	2.0 lbs	
Delivery Confirmation:	Signature Required	2.75
Department:	Live Events	
Event Code/ Student ID:	PFRE-W ALASKA 20091030	
Reference 1:	BANNERS	

<b>Payment Information</b> <a href="#">Edit</a>		
Bill Shipping Charges to:	Shippers Account 21374Y	
Total:	All Shipping Charges in USD	**13.55
Negotiated Total:		**11.69

Note: Your invoice may vary from the displayed reference rates

Done Internet 100%

STEP 6 Print your label!

UPS CampusShip: Shipment Label - Windows Internet Explorer  
<https://www.compsbio.ups.com/ship/create?Action=OrigPort=ent...> Print: Page 2 of 2 PUP LEVEL=1 IdentifierID=5VMB2K2G0TE4Ng%3D%3D7359iUk=ep\_IL1EAlshsttd=CLabelType=prgfu

UPS Alliances (Office Depot® or Staples®) or Authorized Shipping Outlet near you. Items sent via UPS Return Services™ (including via Ground) are also accepted at Drop Boxes.  
 To find the location nearest you, please visit the Resources area of CampusShip and select UPS Locations.

**Customers with a Daily Pickup**  
 Your driver will pickup your shipment(s) as usual.

FOLD HERE

<p>2 LBS 1 OF 1</p> <p>SHIP TO:          TICKET FOR GUEST: SUSAN MCCRISON          9176599-115          THE BATTLE HOUSE RENAISSANCE HOTEL          26 NORTH ROYAL ST          MOBILE AL 36602-3802</p>	<p><b>AL 366 0-30</b></p>  <p><b>UPS GROUND</b>          TRACKING #: 1Z 213 74Y 42 98X0 0R46</p> 	<p>BT LING: 077          SIGNATURE REQUIRED</p> <p>Department: Per Person          Event Code: Student ID Peak-Av-4488-A-2621571-11-11-11</p> 
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Date Internet 100%